

ABSTRACT

The city of Bandung is a tourist city that is the flagship of the province of West Java today. One of the areas in kota Bandung that is a culinary tourist destination is the Chinatown area. The area also has historical buildings that are closely related to the Chinese community in the city of Bandung in the past so that the Chinatown area became a unique tourist destination. Based on this, it is necessary to have hotel accommodation that facilitates it in accordance with the standards in the area. The purpose of designing the interior of a boutique hotel is to create a boutique hotel interior that raises the peculiarities of the Chinatown area of Bandung. The interior design methodology of this boutique hotel he trusts with the collection of primary data and secondary data. These data are then analyzed to produce synthesis and design development. For the design of this boutique hotel, a locality design approach was carried out, especially Pecinan with the concept of Chinese Urban design. The implementation of the design in the design of boutique hotels also raised Chinese decorative elements as an element of the interior. The application of Chinese decorative elements and in the modification of its form is simpler typical of gray hair. The interior design of a boutique hotel with a locality approach is expected to be a solution related to hotel accommodation in the Chinatown area of Bandung.

Keywords: *Bandung, boutique hotel, interior, Chinatown*