

## **ABSTRACT**

Grand Zuri hotels have been located at several points in Indonesia. However, the Grand Zuri Hotel has not yet been introduced in the Bandung area which is one of the big tourist cities in West Java. A problem that can help expand the Grand Zuri Hotel network in accordance with brand identity but still has its own unique elements, one of which is implementing locality elements into the design. The design was built in a well-known tourist area in the city of Bandung, namely Jalan Cihampelas. Pouring the story and condition of Jalan Cihampelas into the interior design of the Grand Zuri Hotel. The method used in this design is to use a programming analysis method. Programming analysis is sourced from data and problems that exist in the design, then elaborated through approaches and concepts to be applied in the design. The purpose of this design is to design a hotel that pays attention to the standardization of a 4-star hotel with a locality approach that tells the circumstances and stories and habits that exist on Jalan Cihampelas. So that this design can issue a design idea that is in accordance with government standards and standardization of hotel books, increase the level of comfort in hotel visits can also fulfill visitor satisfaction in visiting hotels through the hotel's visual interior, and provide solutions to problems that exist in the design of the Grand Zuri Hotel.

**Keywords :** City Hotel, Tourism, Cihampelas, Locality, Metaphor, Identity