

ABSTRACT

This research discusses a new design for The Alana Hotel, a 4-star hotel that will be located in Bandung with a brand identity approach that aims to strengthen hotel branding by implementing a design that follows the regulations of The Alana Hotel. Data collection was carried out through interviews, observation, documentation, and literature studies. The data is analyzed by considering the hotel site, existing buildings, user activity flow, and space requirements. The results of this analysis form the basis for developing the design concept. The design concept is proposed with a theme that combines elements of local ethnic culture and modern styling to create a unique atmosphere of relaxation and revitalization. Space circulation is designed using a linear, grid, and axial approach to create an efficient flow within the hotel. In addition, the concept of form is taken from batik cloth and wayang motifs to give a distinctive feature to the hotel's interior design. Thus, this scientific paper offers a design that focuses on creating a strong brand identity and distinctive atmosphere for The Alana Hotel, with the hope that this hotel will become a leading destination in the city of Bandung and attract the attention of tourists and increase visitor satisfaction.

Keywords: Hospitality, Tourism, Brand Identity