

ABSTRACT

Bandung City, as one of the major cities in Java Island, offers significant potential for business, trade, tourism, and serves as a governmental center. The substantial growth in the number of tourists indicates the need for adequate hotel facilities to meet the demand for tourist accommodations. Therefore, Grand Whiz Hotel emerges as a 4-star business hotel with facilities complying with the standards set by the Ministry of Tourism. Strategically located on Jl. Jendral Sudirman, this hotel targets business travelers, tourists, and transit guests. The main objective of this design is to create a unique 4-star hotel with the identity and characteristics distinctive to Grand Whiz Hotel. The interior design emphasizes visitor comfort and meets hotel standards, with a strong focus on brand identity to reinforce the hotel's brand image. The design method involves data collection through literature studies, observations, and benchmarking with similar hotels. It is hoped that this design will benefit the community, organizations, educational institutions, and the field of interior design. Moreover, the hotel is expected to provide an appealing accommodation option for business travelers and tourists visiting Bandung, thus contributing to the growth of the local tourism economy.

Keywords: *Hotel, Brand identity, Bandung*