

ABSTRACT

The hospitality industry has become an integral part of the tourism and business sectors. Business hotels are a type of hotel that focuses on meeting the needs of business travelers, executives, and professionals seeking accommodations with facilities that support their business activities. Looking at the development of the tourism sector in September 2022, star-rated hotels in Indonesia recorded a 50.02 percent increase in room occupancy rate. One of the hotels that facilitates business activities is Hotel HARRIS, and for this design, the chosen location is Cimahi City. This is supported by Cimahi City, which has a lot of potential in industries, trade, and services, making it suitable for establishing a business hotel. The design method used includes field observations at a selected hotel for benchmarking, literature studies, and interviews with one of the HRDs from Hotel HARRIS. This design employs an identity approach to promote and popularize the new concept of Hotel HARRIS, known as the "New Generation," which has not been implemented in the West Java region. The concept used in this design is Modern and Cheerful, where this concept can be a solution to develop and popularize the identity of Hotel HARRIS, which has the tagline "stay bright" and features a cheerful and modern design.

Keywords: *Business hotel, Hotel HARRIS, Cimahi, New Generation, Identity*