

ABSTRACT

INTERIOR REDESIGN OF SUTAN RAJA HOTEL & CONVENTION CENTRE 4 STAR WITH LOCAL CULTURE APPROACH

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Soreang is the capital of Bandung Regency, where all the activities of the Bandung Regency government are centered in this sub-district. In addition to the government area, this area also has many tourist objects. Based on this potential, it is necessary to have a hotel that can meet the needs of visitor activities such as meetings, recreation and rest. One of the hotels located in Soreang is the Sutan Raja Hotel & Convention Center. The design methods used in this design are observation, documentation, precedent studies, data analysis, determination and application of ideas, and the final design results. The redesign of this hotel aims to create an upscale interior that gives the image of a king by displaying an atmosphere of Sundanese cultural friendliness packaged in a contemporary manner in its interior by optimizing the function of space and also providing a different, iconic and attractive atmosphere, and facilitating activity needs for business people and tourists. so you get a lasting impression of the hotel.

Keywords : *Business hotel, 4 star hotel, Bandung.*