

ABSTRACT

The growing interest of the Indonesian population in equestrian sports has led to the rapid development of Branchsto Equestrian Park as a thriving center for equestrian activities. As its progress continues, equestrian championships are now held nearly every two weeks, showcasing a significant surge compared to previous years. Visitors from various regions flock to partake in the equestrian events hosted within its premises. To cater to visitors from out of town, a 3-star Branchsto Hotel was established as an integral part of the complex. During the hotel's design phase, challenges regarding space optimization, lighting, ventilation, and the suitability of furniture and decorations were identified. Furthermore, the hotel falls short of meeting the required facilities for a 3-star hotel, such as a restaurant, bar, and sports amenities. Consequently, the design of Branchsto Hotel aims to address these issues and create an ambiance in line with the equestrian analogy. The data collection methods employed include observation, comparative analysis, documentation, and literature review. It is anticipated that Branchsto Hotel will serve as a primary support for visitors seeking accommodation while indulging in the offerings of Branchsto Equestrian Park and the allure of Bandung City. By adhering to the appropriate spatial standards for a 3-star hotel and incorporating the equestrian analogy, Branchsto Hotel strives to offer a unique and satisfying lodging experience for its guests.

Keywords: *Hotel, Equestrian, Analogy*