

ABSTRACT

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Hotel Wijaya Kusumah, a 3-star hotel that was founded in 1985 on Jl. Ir. H. Juanda No. 90, Tasikmalaya. Has 7 buildings, and 40 rooms with 4 room types, currently the hotel is under construction of a new building. Serving business people and tourists, as well as being a transit point. Even though it is located in the city center, visitors are not bothered by traffic noise. The price is affordable and the location is strategic. According to the results of the 2022 interview, 70% of guests were tourists, there was an increase in visitors during the Eid holiday. Several problems were identified in observations from November 2022 to January 2023, such as limited lobby space, inappropriate zoning blocking arrangements so that room sizes were not up to standard, inadequate lighting, and facilities that did not meet 3-star hotel standards. Hotel management is considering a business focus or maintaining tourist appeal. This hotel has two main market segments, namely tourists (primary) and business people (secondary). Therefore, the redesign was carried out as a solution to strengthen the hotel's identity, expand facilities, and redesign by analogy with nature by interpreting the name Tasikmalaya to appear unique in the Tasikmalaya hospitality scene. The results of the design can introduce a new identity to the hotel that is not owned by other hotels.

Keywords: Hotel, Identity, Natural analogy based on the interpretation of the name Tasikmalaya, Tasikmalaya