

ABSTRACT

Sutan Raja Hotel & Convention Centre is a 4-star hotel located in Bandung Regency, managed by PT. Panca Putra Ganda Group. The hotel is situated in a densely populated area, away from the bustling city center. Its visitors mainly consist of tourists from other regions who wish to explore the natural beauty of Ciwidey, as well as government officials (PNS) and business travelers from outside the region who utilize the hotel's facilities for official meetings. The hotel offers various business facilities, including 14 meeting rooms, a large ballroom, and a VIP restaurant catering to business guests. It faces competition from the Grand Sunshine Resort Soreang, which also provides similar facilities. Therefore, a redesign of the interior of the hotel's business facilities with distinctive and appealing elements is needed to attract the interest of business guests. The redesign will incorporate the concept of a traditional 'rumah panggung' (stilt house) architecture, highlighting Sundanese culture to give the hotel a unique identity and character. Additionally, the proposal includes the addition of a spa area as a recreational facility for business guests to unwind and relieve stress. Issues found in the previous facilities, such as disorganized meeting spaces, insufficient lighting, and damaged interior elements, will be addressed in the redesign to make the facilities more efficient, comfortable, and attractive. By incorporating Sundanese cultural elements in the redesign, it is expected that Sutan Raja Hotel & Convention Centre will pique the interest of business guests due to its emphasis on local cultural hospitality, setting it apart from other hotels in the Soreang area that heavily rely on generic modern interior concepts. Moreover, the theme of local culture is also intended to introduce the unique cultural characteristics of the Soreang region to business visitors from outside the area who may not be familiar with it.

Keywords: Hotel, Culture, Sundanese Stage House, Quinine Batik Motif