

## **ABSTRACT**

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Hotel Dalu Semarang is a business hotel with the concept of Simply Unique Hotel. This hotel is a 2-star business hotel. The hotel is located on Jalan Majapahit No.282, Kalicari, Pedurungan District, Semarang City, Central Java. Hotel Dalu Semarang is located in the eastern Semarang area, located in the business district of Semarang city. Hotel Dalu Semarang is in demand by business visitors and families because it has affordable prices and the hotel is located in a strategic area. This hotel is located on the side of the highway so it is used by business people and families to rest for a while and do business activities. However, based on the results of direct observations on the design object, there are several problems, namely Dalu Hotel Semarang will raise the hotel classification to a 3-star hotel, Hotel owners want to ReDesign multipurpose buildings such as ball rooms and meeting rooms, after 10 years of establishment there has been no renovation in areas such as ball rooms, meeting rooms and restaurants and has not met the standards of 3-star hotels. The theme raised in the interior design of this business hotel, namely "Beautiful Semarang" is expected to present the locality approach. The design of Simply Unique business hotel combined with the locality concept of Sam Poo Kong Temple to provide facilities that suit the needs of user activities and meet standards, presents the identity of Hotel Dalu Semarang well and there are visitors.

**Keywords:** Hotel, Locality, Semarang.