

ABSTRACT

NEW INTERIOR DESIGN OF BUSINESS HOTEL JS LUWANSA 4 STARS IN THE CITY OF BANDUNG WITH APPROACH TO BUSINESS ACTIVITIES

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Hotel Js Luwansa is a 4-star business hotel with multiple branches spread across Indonesia. The hotel aspires to be progressive and forward-thinking while prioritizing excellent services for its guests, particularly those engaged in business activities. To this end, the hotel is well-equipped to cater to business needs, boasting Meeting, Incentive, Conference, Exhibition (MICE) facilities. Bandung, being the fourth-largest city in Indonesia, has achieved significant investment success, ranking first in Indonesia from January to September 2022 as reported by the West Java Provincial Office of Investment and Integrated Services. Furthermore, Bandung is set to adopt a 'Sister City' relationship with Melbourne across five sectors: smart city development, economy and trade, human resource development, child-friendly city initiatives, and start-ups. These initiatives are expected to drive business sector growth, consequently leading to an increase in accommodation demand. However, a challenge exists in the lack of facilities in Bandung's 4-star business hotels, notably insufficient support facilities for MICE activities (Kusuma, 2019). Therefore, by introducing a new design for Hotel Js Luwansa as a standard 4-star business hotel, it aims to bolster business visitors' activities, enhance productivity, and provide a conducive environment for their business visitors.

Keywords: New Design, Business Activity, Business Hotel, Bandung City.