ABSTRACT

DESIGNING NOVOTEL, A CITY HOTEL CATEGORY IN JAMBI WITH BRAND IDENTITY APPROACH

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Efforts towards recovery from the pandemic era and the development of the tourism sector in Jambi Province are once again being intensified, resulting in an increase in tourist visits to Jambi compared to last year (Jambi Province Tourism and Culture Department). The data on the number of flights by several airlines at Sultan Thala Airport also experienced an increase, thereby causing a 53.18% rise in the Occupancy Rate of Star Hotels compared to the previous year. In other words, hotels are facilities needed by visitors as a place to rest and as a temporary residence for tourists. City hotels with a four-star classification have a smaller count even though an increase in the number of hotels with star classifications could enhance the tourism value of Jambi City, as the quality of service affects the return visits of tourists. Apart from service quality, the brand also plays a role in influencing tourists' decisions to stay, making it important for building long-term relationships with guests and achieving success in the hotel business. In this design project, the brand identity approach using the Accor brand was chosen due to Accor's campaign to expand its leadership and assist the government in developing the tourism sector in Jambi, in order to rebuild the reputation of the Novotel brand in Jambi. Comparative studies have found that this brand creates a unique comfort through hotel visualization, but its implementation in some locations lacks distinctiveness, leading to the hotel's branding become short-lived. Therefore, the design of the Novotel four-star hotel with a brand identity approach needs to be carried out to provide a distinctive Novotel space experience in Jambi and become a choice of destination to revisit.

Keyword: City Hotel, Brand Identity, Novotel