

ABSTRACT

Samarinda serves as East Kalimantan's political and commercial hub and primary entry point to the province's interior. Travelers on business to Samarinda will require a place to stay while they are in town. Most hotels in the city cater to business travelers. This has stimulated healthy rivalry among hotel operators, leading to the expansion of convenience amenities ranging from the design of brand-new hotels to the refurbishment of older ones.

This research focuses on the analysis and planning of the Selyca Mulia Hotel Samarinda, a four-star business hotel now under construction in Samarinda. Business travelers will find the Selyca Mulia Hotel Samarinda an ideal place to rest their heads and get down to business.

Selyca Mulia Hotel has seen a decline in visitors despite being awarded a CHSE Certificate (Cleanliness, Health, Safety, Environmental Sustainability), and this is due to the hotel's lack of attractiveness, as evidenced by the fact that people's behavior in regards to business activities is changing, especially among the younger generation. Therefore, a hotel makeover is required to boost the hotel's attractiveness so that visitors will return to the hotel for more than just a break during a business trip or as entertainment for guests to rest from activities.

This study analyzes how to design a hotel that can provide more value than other hotels, then design the placement of facilities for business people and non-business people to maximize visitors in using the space needed and apply good space concepts so as to improve the quality of visitors' rest at Selyca Mulia Hotel Samarinda.

Keywords: *Hotels that have more value; designing more optimal facilities; space concept quality;*