

## **ABSTRACT**

### **NEW INTERIOR DESIGN OF PURI KHATULISTIWA HOTEL IN BANDUNG CITY WITH CULTURAL APPROACH**

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Puri Khatulistiwa Hotel is a three-star hotel with a traditional concept located in Sumedang Regency. In this design, it plans to change the standardization of stars to four stars followed by design updates. In accordance with the characteristics of Puri Khatulistiwa Hotel and Regional Tourism Development Policy which contains, the development of cultural values through efforts to protect, develop, and utilize regional culture. Also adapted to Regional Regulation No. 5 of 2012 and Regional Regulation No. 9 article 10 paragraph 1b that the Bandung City Government encourages hotel entrepreneurs to participate in the preservation of Sundanese culture, one way of displaying Sundanese art at least once a month. This design uses a cultural approach so that as the Provincial Capital, Bandung can introduce the culture of West Java through the application of interior elements. The design of Puri Khatulistiwa Hotel is expected to be a safe, comfortable, standardized hotel.

**Keyword :** Puri Khatulistiwa Hotel, 4 Star Hotel, Culture