

ABSTRACT
NEW ARTOTEL INTERIOR DESIGN IN BATAM CITY

Artotel is a boutique hotel under the Artotel Group that offers a unique concept with personal service, creativity, and local culture in the area where the hotel is located. Batam City is an industrial and tourist destination for both local and foreign tourists. However, the current trend of hotel development in Batam tends to ignore local architecture and culture. The government encourages public buildings to incorporate Malay elements as a form of preservation and development of the Riau Archipelago's Malay characteristics. There is potential for foreign tourists to visit Batam, and suitable accommodation is required to meet their needs. The design method used to the title "Artotel Hotel Design with a Malay Cultural Approach" uses several qualitative methods by collecting primary and secondary data in the form of field studies, observations, documentation, literature studies, and precedent studies. After all the necessary data has been collected, the next step is to analyze the data to identify problems found in hotels and their solutions. In terms of the interior, the end result of the hotel design process is a hotel room that can make visitors feel comfortable and give them a new and impressive space experience. The design plans are illustrated through working drawings, room perspective drawings, and animation. The aim of designing the artotel hotel in Batam is to create an interior by applying Malay cultural elements that is carved ornaments on the hotel, to preserve Malay culture and also using one of the industrial products to provide a different and interesting atmosphere for tourists. the needs for a boutique hotel in the city of Batam that can meet the needs of visitors also introducing the culture and locality of the city of Batam.

Keywords: *Artotel, boutique hotel, Batam, culture, and locality*