

ABSTRACT

**NEW DESIGN OF HOTEL SANTIKA PREMIERE BANDUNG USING A
CONTEXTUAL ART DECO APPROACH**

The high interest of tourists in visiting Bandung, a tourist destination, causes frequent occupancy of accommodation facilities on weekends. Many historical buildings in the city of Bandung are not managed well. This is caused by changes in the function and appearance of cultural heritage buildings which are not in accordance with the provisions stated in Regional Regulation No. 19 of 2009 concerning Management of Cultural Heritage Areas and Buildings (Firmansyah, 2014). Another fact is that, slowly, historical buildings in the city of Bandung are being lost. Another problem that is taken from several complaints and input on questionnaires that have been distributed is that there is limited seating space capacity in the lobby area so that on holidays many guests stand while waiting. waiting for check in to take place. The next problem with the existing floor plan obtained is that there is poor spatial organization in the hotel layout. The methods used in the design are a) Direct Observation, b) Interviews, c) Questionnaires, d) Secondary Data, e) Literature Study The creation of hotels with art deco styling where there is tourist interest in historical buildings, so there is an increase in staying in 4 star hotels which has an art deco style. So that tourist interest will increase because of the supporting facilities at the tourist attraction. The creation of good spatial organization so that it can increase the effectiveness of user circulation of new designs aimed at expanding the market, as well as creating a four-star city hotel interior that can attract tourists to stay overnight with art deco styling that is adapted to the surrounding environment and can be a form of heritage preservation. Dutch civilization in Indonesia which should be maintained

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