

## **ABSTRACT**

West Jakarta is a metropolitan city that plays a major role in the field of trade and business, this city is often visited by people from various regions to countries with business needs, with the number of visits reaching 121,438 visits (Jakarta Statistics Agency, 2022). This results in a high demand for business hotels which is not only related to the need for hotel capacity, but also to hotel facilities that can be influenced by the diversity of visitor backgrounds (Inskeep, 1991). In this report, the analysis of the problem uses a brand identity approach with the hotel brand carried out, namely Aloft Hotel which is a business hotel with a customer-oriented hotel identity. The purpose of this design is to create and facilitate visitors to a 4-star class retreat with a design that supports the needs of business visitors' activities and provides the design of new facilities based on the character of visitors.

**Keywords** : Aloft Hotel, Business Hotel, Visitor Characteristics, Brand Identity