

# **INTERIOR REDESIGN OF LE DIAN HOTEL & COTTAGES IN SERANG CITY WITH A BUSINESS ACTIVITY APPROACH**

## ***ABSTRACT***

*Le Dian Hotel & Cottages, a 4-star business hotel in Serang City managed by PT Serang Asri Hotel, experienced several problems that affected the effectiveness and comfort of guests' business activities. The hotel, despite having facilities equivalent to a 5-star hotel since its establishment in 1993, faces obstacles such as lack of furniture organization, noise, and lighting that is not up to standard. Observations indicated the need for rejuvenation of facilities and interior elements to support business guest productivity. A redesign with reference to the Minister of Tourism and Creative Economy Regulation No. PM.53/HM.001/MPEK/2013 is proposed to improve space circulation, comfort, and meet MICE needs. With this redesign, it is expected that Le Dian Hotel & Cottages can improve its image and attractiveness, and support the organization of national and international scale activities.*

**Keywords:** *Le Dian Hotel & Cottages, Business Activities, Serang City*