

ABSTRACT

DESIGNING TAMA BOUTIQUE HOTEL WITH A BRAND IDENTITY APPROACH BRAND IDENTITY

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Bandung is one of the major cities on the island of Java, which has many interesting tourist attractions to visit. In accommodating foreign and domestic tourists, overnight facilities are needed, one of which is a hotel. With the increase in the number of tourists to the city of Bandung, one of them is a boutique hotel. One of the boutique hotels in Bandung is Tama Boutique Hotel, which is more precisely located on Jl. Dr. Rajiman. This design aims to create a 4-star boutique hotel with more prominent characteristics and branding by displaying new concept themes and facilities that provide new experiences, and comfort to visitors.

Keywords: *Boutique Hotel, Brand Identity, Tama Boutique Hotel*