

Perancangan Baru Desain Interior Favehotel di Kota Bandung dengan Pendekatan Penguatan Brand Image

ABSTRAK

Abstrak : The growth of the tourism industry in Bandung City has increased the demand for accommodations, especially budget hotels. Data from the Central Statistics Agency of West Java shows an increase in the Room Occupancy Rate (TPK) in both star and non-star hotels. Favehotel is part of the Archipelago network that serves budget-conscious travelers and businesspeople. Despite its strategic location, Favehotel in Bandung faces issues such as noise and strong competition. Additionally, there has been a shift in Favehotel's brand identity, affecting its concept and interior design. Technical issues also arise, such as room sizes not meeting standards and inefficient elevator circulation. Research indicates that price, location, and comfort are factors influencing hotel selection. Favehotel, with its motto "fun, fresh & friendly," needs to focus on brand image renewal and improving interior design and technical efficiency to meet visitor needs and preferences. This research is expected to provide recommendations for the development of budget hotels in Bandung, particularly Favehotel, to become more competitive and meet tourists' needs. Consequently, this can support economic growth and tourism in Bandung.

Key word : *Budget hotel, Tourism growth, Brand Identity*