

ABSTRACT

The increase in foreign tourist visits to Indonesia by 19.05% in the last five years from 2020 to 2024, with a peak in 2024 of 13,902,420 visits (BPS, 2024), has helped drive the growth of the tourist accommodation sector, including villas. Villa Amaranta in Bali and Villa Casuarina in Bandung are two villa projects that have been realized and designed to accommodate the needs of guests who actively create content on social media. Therefore, the interior design of both villas focused on visual aesthetic aspects without neglecting the function of the space. Villa Amaranta applies a Modern Mediterranean style with tropical nuances through the use of warm colors and distinctive curved shapes. Meanwhile, Villa Casuarina carries the American Classic style with the dominance of black and white colors and trembesi wood accents that give an elegant and homey impression. The design process is carried out professionally through the stages of site analysis, comparative studies, concept development, spatial arrangement, to implementation and supervision of interior installations. The final results show that a design approach that considers the context of the location, user lifestyle, and market needs is able to produce a villa interior that is functional while having high visual appeal, and is relevant to current tourism industry trends.

Keyword: *Interior Design Villa, Content, Modern Mediterranean, American Classic*