

ABSTRACT

The new design of Greenhost Boutique Hotel in Semarang City is motivated by the need for accommodation facilities that not only meet four-star hotel standards but also represent local identity. With the increasing number of tourists and lifestyle trends such as staycation, a hotel is needed that can provide comfort, aesthetic value, and a unique spatial experience characteristic of the region. The main problems identified include the unfulfilled standards of four-star hotel facilities, the lack of application of local cultural elements in the interior, and the scarcity of boutique hotels in Semarang City that adopt a locality-based approach. The design method used includes observation, literature study, comparative study, interviews, and data analysis. The design results focus on the lobby area, restaurant, standard rooms, deluxe rooms, and suite rooms, with the application of locality values sourced from the culture and geographical conditions of Semarang City. This design also uses a theoretical approach based on the book "Merah Putih Arsitektur Nusantara" by Galih Widjil Pangarsa. The result of this design is the creation of a hotel that meets the predetermined standards, incorporates locality-based elements of nature and culture as interior elements, and is mutually beneficial for the hotel and MSME actors. This design is expected to be an alternative accommodation that is not only functional and aesthetically pleasing but also able to strengthen local cultural identity in the context of interior design.

Keywords: *Semarang City, Boutique Hotel, Locality.*