

THE NEW DESIGN OF AMAROOSSA HOTEL IN PALU CITY WITH A BRAND IDENTITY APPROACH

ABSTRACT

Tourism growth in Central Sulawesi, particularly in the city of Palu, continues to increase each year. According to data from the Central Sulawesi Statistics Bureau, the tourism sector from January to September 2024 showed an increase compared to the same period in 2023. In September 2024, the number of tourists reached 612.86 thousand, up 5.46% from August and 89.46% compared to the previous year. This presents opportunities for providing accommodation facilities that support tourist activities. Palu has the highest number of tourists in the province, yet lacks four-star boutique hotels near tourist areas in the city center. The interior design of Amaroossa Hotel Palu is proposed to address this need. The site is located on Jl. Sudirman, Palu. The hotel is designed to facilitate tourist comfort while adhering to established hotel design standards. The design approach adopts the Brand Identity of Amaroossa, a four-star boutique hotel with a distinctive character. The design process includes site analysis and comparative studies of Amaroossa Hotels in other cities. The chosen theme, “Elegance in Simplicity,” represents the Amaroossa brand character and a contemporary classic interior style. The design application is expressed through geometric elements, colors characteristic of Palu City, and spatial organization aligned with the brand identity in each branch. This design aims to enhance tourist appeal through boutique hotel interiors that follow current trends, blending modern aesthetics with functionality, while also increasing hotel occupancy to support Palu City’s economic growth.

Keywords: *Tourism, Boutique Hotel, Interior Design, Brand Identity*