

NEW DESIGN OF FOUR POINTS BY SHERATON BANDUNG HOTEL WITH BRAND IDENTITY APPROACH

ABSTRACT

The new design of the Four Points by Sheraton Bandung Hotel uses a fictitious plan located on Jalan Astana Anyar, Bandung City with a brand identity approach. The location of the plan is on Jalan Jendral Sudirman, Astana Anyar, Bandung City is included in the trade and service zone of ke K2 sub-region in Bandung City so that this area is strategic and there are no 4-star hotels available that can accommodate domestic and foreign visitors who are on vacation to Bandung City. The hotel used as a comparative study object is the Sari Ater Kamboti Bandung hotel and the ASTON Pasteur Bandung Hotel, both of which are 4-star hotels in the city of Bandung. The purpose of this design is to provide a hotel that can provide comfort for visitors or users and can increase the values of the Four Points by Sheraton Bandung hotel. The design methods used are field observations, interviews, questionnaires, and literature studies.

Keywords: *Hotel, Brand Identity, Bandung City.*