

## ABSTRAK

The design of the Swiss-Bel Boutique Hotel in Ubud, Bali, embraces the local Balinese culture as its core concept. The project's background is based on the rapid development of tourism in Ubud, which demands high-quality accommodations while maintaining local cultural identity. The goal of this design is to create a four-star boutique hotel that integrates the Tri Hita Karana philosophy, the use of local materials, and traditional interior ornamentation, resulting in a space that is aesthetically pleasing, functional, and rich in cultural significance. The design method was carried out through field observation, documentation, literature review, comparative studies, and precedent studies. The resulting design demonstrates the implementation of the "Aesthetics of Harmony" theme and the "Balance in Authenticity" concept in every design element, creating a harmonious, natural atmosphere and strengthening Balinese cultural identity. This design is expected to contribute to the preservation of local culture, support environmental sustainability, and enhance the quality of the guest experience in Ubud.

**Keyword :** Boutique Hotel, Local, Tri Hita Karana, Swiss-bel, Ubud, Bali