

RE-DESIGN OF 4-STAR HOTEL HORISON ULTIMA BEKASI WITH BRAND IDENTITY APPROACH

ABSTRACT

The hospitality industry in Bekasi City has shown significant growth in recent years, as reflected in the hotel occupancy rate which reaches 80–81%. This indicates a high demand for accommodation facilities that are comfortable, modern, and accessible. However, amidst the competition from newly developed hotels with contemporary concepts and up-to-date facilities, Horison Ultima Bekasi—known as the first four-star hotel in the city since 1994—has experienced a decline in appeal due to outdated interior design and facilities. This redesign project responds to the need to enhance the hotel's competitiveness and reinforce its brand image through a Brand Identity approach. This approach was chosen to reestablish the hotel's character by integrating local cultural elements of Bekasi into the interior design. The proposed design concept, Rooted Modernity, aims to create a balance between modern aesthetics and strong local identity. The design process involves direct observation of the existing hotel conditions, literature studies, interviews, and analysis of local government policies such as the Pojok Promosi Kepariwisata program and Regional Regulation No. 10 of 2023, which promotes the incorporation of local culture in public facilities. The final design emphasizes the use of simple geometric forms, local materials, and color schemes that reflect the identity of Bekasi.

Keywords: *Hospitality, Brand Identity, Bekasi City, Interior Design, Local Culture.*