

ABSTRACT

Abstract : Hotels play a crucial role in driving the growth of the tourism sector, particularly due to their close relationship with travelers' accommodation needs. According to data from the Ministry of Tourism and Creative Economy, Indonesian tourist arrivals in January 2023 experienced a significant increase compared to the previous year, demonstrating rapid growth in this sector. Sukabumi, a frequently visited destination with abundant natural and cultural riches, is also experiencing an increasing trend in both domestic and international tourist arrivals. This presents a significant opportunity for hotel operators, including Balcony Hotel, to strengthen their appeal through interior design approaches that emphasize local values.

Balcony Hotel, while embracing a modern concept with a touch of local culture, has not fully reflected Sukabumi's local wisdom. Local cultural elements and products are still under-emphasized in its interior design, thus failing to create an authentic experience for guests. Therefore, the purpose of this study is to evaluate the extent of the influence of local identity on hotel interior design and how its implementation can enhance tourist appeal and experience. This study is expected to serve as a reference for hotel industry players in developing interior designs based on local wisdom, in order to strengthen regional identity and support the growth of the creative economy in Sukabumi.

Keywords : interior design, locality, tourism, Hotel Balcony, Sukabumi.