

Perancangan Ulang Hotel Trembesi Bintang Empat pada bangunan *Mix used* di Tangerang Selatan Dengan Pendekatan *Brand Identity*

ABSTRAK

Abstrak: Hotel Trembesi yang merupakan hotel bisnis bintang 4 di Tangerang selatan yang dikelola PT. Asia Propertindo Building, terletak di kawasan bisnis yang menjadi daya tarik bagi banyak pengunjung yang datang ke kota ini. Perancangan ulang Hotel Trembesi BSD Tangerang Selatan dengan pendekatan *Brand Identity* bertujuan untuk menciptakan harmonisasi antara brand identity, elemen interior, ramah lingkungan, dan fungsi hotel bintang 4. Serta menampilkan fasilitas penginapan yang dapat memenuhi kebutuhan pengunjung serta memiliki daya saing untuk mengimbangi nilai jual kompetitornya. Dari mengunjungi Hotel Trembesi dan melakukan wawancara ditemukan adanya beberapa masalah, seperti tata ruang yang belum efisien, kurangnya kenyamanan ruang, erta lemahnya penerapan brand identity. Dengan pendektan *Brand Identity* untuk menyelesaikan permasalahan tata letak ruang yang kurang optimal, pencahayaan tidak merata, dan fasilitas yang belum memenuhi standar hotel bintang 4. Dengan menggabungkan seluruh aspek perancangan yang telah dianalisis sebelumnya, perancangan ulang Hotel Trembesi diharapkan Hotel Trembesi dapat menjadi destinasi favorit, khususnya bagi pebisnis, dengan identitas kuat dan karakter unik, sekaligus mendukung pariwisata dan perekonomian Tangerang Selatan.

Kata kunci: hotel trembesi, perancangan ulang, brand identity, hotel modern, ramah lingkungan.

ABSTRACT

Abstract: Hotel Trembesi, a 4-star business hotel in South Tangerang managed by PT. Asia Propertindo Building, is located in a business district that attracts many visitors to the city. The redesign of Hotel Trembesi BSD South Tangerang with a Brand Identity approach aims to create harmony between brand identity, interior elements, environmental friendliness, and the functions of a 4-star hotel. It also features accommodation facilities that can meet the needs of visitors and have the competitiveness to match the value proposition of its competitors. During visits to Hotel Trembesi and interviews, several issues were identified, such as inefficient spatial layout, lack of comfort in the rooms, and weak implementation of brand identity. Using a Brand Identity approach to address issues such as suboptimal spatial layout, uneven lighting, and facilities that do not meet 4-star hotel standards. By integrating all aspects of the design analyzed previously, the redesign of Hotel Trembesi is expected to make it a favorite destination, particularly for business travelers, with a strong identity and unique character, while supporting tourism and the economy of South Tangerang.

Keywords: Trembesi Hotel, redesign, brand identity, modern hotel, environmentally friendly.