

REDESIGN OF 3 STAR HOTEL METLAND HOTEL BEKASI WITH BRAND IDENTITY APPROACH

ABSTRACT

Abstract: *Metland Hotel Bekasi is the result of a rebranding process from @HOM Hotel Tambun, which upgraded its classification from a 2-star hotel to a 3-star business hotel. However, this rebranding has not been followed by a design renewal that reflects the hotel's brand identity. Through observation, interviews, and questionnaire distribution methods, the main issues identified in the hotel include the lack of brand identity elements in the interior aspects, non-compliance with 3-star hotel standards, and the absence of supporting facilities such as signage and efficient circulation planning. The redesign was carried out using a brand identity approach to strengthen visual representation and create a memorable experience for guests. The design theme used is "Revalora: Revitalize, Value, Aura," applying a modern contemporary style that emphasizes a clean, dynamic, and professional appearance. The design implementation focuses on the integration of brand values, optimization of spatial standards, and improvements in lighting, acoustic arrangement, and spatial circulation.*