

ABSTRACT

The tourism level in Bali are increasing year by year, and this causes the demand for stars hotel are equivalently increasing. As we know, Bali has always been a destination for local people or foreigner, because the culture in Bali are really strong and interesting. Bali Aga in Tenganan Village is one of the Bali culture that very rarely exposed, whereas Bali Aga is one of original village in Bali that have different culture compared to the Bali village that we usually know about. Desa Tenganan has linear main circulation with settlement arrangements in the form of clusters that extend along the circulation. This thing become a main point in the design of a boutique hotel in the area of Tabanan, Bali. Designer used critical regionalism approach, because traditional culture must be able to adapt with modern things that carried by globalization. However, the design is expected to hold existing traditional value, so our local culture could be adapt and adjust with current development. This design is also expected can provide the benefits for investor that already invested their asset in this project. To achieve a promising investment value, designers use a capital investment approach to determine the breakeven point.

Keywords: *Bali, Hotel design, Bali Aga, Critical Regionalism, Capital Investment*