Interior design of coffee shop with showroom in Jakarta

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Abstract. This research aimed to show the coffee shops became places housing various activities since it was first created. The multi-functionality became the main purpose of the coffee shop with the showroom. Nowadays, the place came with showroom facilities inside, accommodating the entrepreneurs and artists who needed an area for their activities to show off, sell, or introduce their work to enthusiasts or prospective buyers. In addition to the coffee was the main attraction in the coffee shop, combining it with a showroom made it a different entity than any other coffee shop. Visitors were not only served with steamed coffee from reliable baristas, but they could also see the works of various artists or the entrepreneurs’ displayed goods. This research employed both direct and indirect methods. The designing process was directly carried out by in-person observation of the place to be designed so that it could be adapted to the concepts created. It is expected that not only Indonesian coffee will continue to grow, but also the work of various artists or local Indonesian entrepreneurs that can be more widely known, especially by the people of Jakarta.

Keywords: interior design, coffee shop, showroom

1. Introduction

The current generation will be very familiar with coffee shops or commonly called cafes. Coffee shops have become not only a place to buy and enjoy coffee but also a place to gather and work and socialize from various walks of life. It can be seen from the emergence of various types of coffee shops in Jakarta. The choice to stop by the coffee shop is increasing.

The coffee shop itself first appeared in Damascus, the capital and largest city of Syria in 1530. Coffee shops initially did not only sell coffee, but because the meaning of the word café from English to Arabic is Qahuwa, which means a type of wine, so they also serve wine (wine). As in the European region, where in addition to selling coffee and snacks, they also sell alcoholic drinks. While on the American continent, the coffee shop is also a place for local musicians to demonstrate their skills in playing music and singing [3].

Varieties of consumer activities in coffee shops are indirectly making coffee shops a multi-functional place. In addition to being a place for social interaction, a coffee shop is also a place that will always go to everyone, especially residents of Jakarta, to complement their daily activities, a place for freelancers to work, or even a place for exhibitions.

The exhibition venue is a venue for artists and local entrepreneurs to showcase their designs or products to prospective buyers. Placement of showrooms in a coffee shop adds facilities provided by the coffee shop. This space is the main attraction of a coffee shop to attract visitors. The exhibition space is not used as a differentiator in the coffee shop but is made into a single unit in the coffee shop.
This effort has been carried out in several coffee shops in Jakarta, only that no one has utilized this showroom properly and properly. The lack of knowledge of visitors to the coffee shop about this latest additional facility needs to be improved.

In interior design, there is a scope that is limited by a problem. The problems to be discussed in this interior design are as follows:
1. How to create a coffee shop with a showroom that puts forward the concept of Shades of Indonesian Coffee?
2. How to adjust the space requirements for coffee shop customers and exhibition visitors?
3. How to develop the concept of a coffee shop with a showroom that applies the use of coffee in the interior?

This coffee shop with an exhibition hall in interior design is located inside the Chase Plaza office building, located at Jalan Jendral Sudirman, Kuningan, Karet, Setiabudi District, South Jakarta City, Special Capital Region of Jakarta 12920. With its location in an office building, the target market with exhibition space is limited to office employees, freelance workers, and students (upper-middle class).

As for the exhibition space itself, due to limited space, the types of activities are limited to workshops, meetings, small-scale gatherings, and live music. Furthermore, exhibitions of art are limited to two-dimensional works (paintings, photographs) and three dimensions (sculptures) with a width of no more than one meter and a height of no more than two meters.

Area seating cannot be used as an exhibition area with a specific theme. They already have their respective themes from the coffee shop, so exhibits that will use the seating area must adapt the theme to the theme of the seating area itself. For the two exhibition rooms that have been provided do not require adjustments to the theme of the exhibition or event to be held. The focus of the design of the coffee shop with showroom is divided into three special rooms namely the exhibition-entrance room, seating space, and bar space.

2. Methodology

The study employed both direct and indirect methods. The designing process is directly carried out by in-person observation of the place to be designed so that it can be adapted to the concepts created. Observation of the environment and the surrounding community’s behavior is done to adjust the design of the environment. Visits to similar places that could become references for the design were also made. The indirect method involved identifying things that need to be invested in designing coffee shops that can improve the coffee shop’s function, comfort, and uniqueness. This method is done by collecting information from books, journals, or media. Below is the design stages in this study:

![Figure 1. Stages of Design](Source: Dewi Larassati, 2018)
3. Results and discussions

Coffee shops, or commonly known as cafes, are coffee drinks later became a place for drinks. It is not only coffee but also other drinks, including low alcoholic drinks. In Indonesia, a cafe means a kind of simple place, but interesting enough to eat snacks while enjoying entertainment. With the development of the coffee shop era, not only a place to enjoy food and drinks but also a place to socialize and make new friends. The study results concluded that the interior is one of the things that have a positive and significant impact on coffee shop customers repurchase decisions [1]. The results of tests conducted by [2] give results where the atmosphere of the coffee shop is one of the most significantly influential factors in the decision to choose a cafe/coffee shop. Meanwhile, the first coffee shop in the 15th century provided a place to meet and a news center [3]. Here people can relax and exchange news about the latest events, politics, and gossip. It was only opened for breakfast until it became a place for local stylists to gather until midnight. In various parts of the world, coffee shops are going crazy. People meet to buy coffee or visit friends and eat sandwiches or something else with a large cup of coffee of their choice.

Artspace is a place for creativity and art galleries to exhibit and also sell contemporary or modern works from various artists. Works such as visual art in the form of two-dimensional or three-dimensional works that are able to produce inner experiences, inspiration, imagination, and so on for people who see or enjoy it. Several things can affect the form of interior art space arrangements, namely, the division of space according to function, material selection, display works, circulation systems, and lighting in an art space. These are all important factors in growing the attention of visitors as well as providing a sense of comfort to visitors in the process of appreciating the works. A good display system will support the presentation of these works.

The following are the ergonomics applied to coffee shops and showrooms, especially in the seating/exhibition area, office area, and bar area:

![Figure 2. Circulation Ergonomics in the Seating/Exhibition Area](Source: Dimensi Manusia dan Ruang Interior [4])
Figure 3. Communication and Clean Distance in the Seating/Exhibition Area
(Source: Dimensi Manusia dan Ruang Interior [4])

Figure 4. Ergonomics in the Office Area
(Source: Dimensi Manusia dan Ruang Interior [4])

Figure 5. Ergonomics in the Bar Area
(Source: Dimensi Manusia dan Ruang Interior [4])

Broad circulation between chairs or tables is very important in the ergonomics of a coffee shop with a showroom. Enough activities require sufficient circulation flow. A coffee shop with a showroom can be interpreted as a building that has a function as an exhibition place for works of art or can also function as an auction place for works of art, which also includes a place to eat that provides food and soft drinks that can be enjoyed by coffee shop visitors while enjoying time. Buildings must have an attraction in order to attract visitors and reflect the building of art galleries, especially at the
main entrance to create good circulation communication [5]. Coffee shops and showrooms are made
as an inseparable unit to create a comfortable and relaxed atmosphere. Visitors indirectly get a bonus
when visiting coffee shops with showrooms. Not only enjoying a cup of coffee but also enjoying the
work of artists who are exhibiting and gaining knowledge indirectly.

This coffee shop with exhibition space applies the concept of “Shades of Indonesian Coffee”. This concept is inspired by various coffee types that were born from Indonesia as part of local content in this design concept. The application of shapes from the five biggest coffee producing regions in Indonesia gives a different taste in each seating area. Green design can be seen by utilizing natural light from the glass windows around the room. With this concept, it is expected that when visitors enter the coffee shop room, visitors will get information about coffee that is unconsciously and, at the same time, a sense of comfort created from the colors, coffee fragrance, and natural lighting that surrounds the coffee shop room.

![Figure 6. Mind Map](Source: Dewi Larassati, 2018)

![Figure 7. Lifestyle Board](Source: Dewi Larassati, 2018)
The image of a room becomes an important thing to create a room that is in accordance with the interior concept of the room. The image created in this interior planning is to make the room comfortable and informative. This will affect the length of time visitors are in the coffee shop. The concept of Shades of Indonesian Coffee is inspired by the various colors of coffee born from Indonesia. The colors and fragrance of coffee that surrounds the coffee shop room will create a sense of comfort. Some of the coffee-producing regional cultures in Indonesia have also inspired the image of coffee shops with this exhibition space so that visitors will get information about coffee from the five biggest coffee-producing regions in Indonesia. Both of these are united with a simple industrial style but has its own uniqueness.

The concept of shapes used is geometric and organic shapes. Geometrical and organic shapes inspired by carvings in the coffee-producing area. Java, with its organic batik motifs, Bali and Aceh, are represented with floral motifs typical of the carvings of their respective regions, and the clear lines of Toraja and Flores represent the forms of the five largest coffee producing regions in Indonesia.

![Figure 8. Floor Pattern](source: Dewi Larassati, 2018)

The concept of color used is a neutral color. The neutral color was chosen besides being inspired by the color of the coffee beans themselves, this color will neutralize the multi-functional room. If there is an exhibition or event with a certain concept, the color of the coffee shop will not interfere with the concept of the event or exhibition itself. This color also gives a clean and soothing impression to the room.

![Figure 9. Color Scheme](source: Dewi Larassati, 2018)

Material selection tends to use environmentally friendly and recycled materials. In addition to prioritizing green design that is environmentally friendly, the use of this material will make something simple into something unique and different from the others. Recycled materials are prioritized for interior accessories, ceiling accents, walls, and floors made from coffee wood, as for furniture using...
solid wood with a steel frame. Cement flooring is also an option for low maintenance floors and is not easily damaged by furniture shifting activities and events or exhibitions that require loading access, specifically in the entrance area using *sungkai* wood parquet.

![Figure 10. Furniture Material](image1)
(Source: Dewi Larassati, 2018)

![Figure 11. Utilization of Coffee Tree Roots](image2)
(Source: Dewi Larassati, 2018)

For lighting in the morning until noon is focused on natural lighting from sunlight coming through the glass window. The afternoon until the evening was replaced with hanging lamps and
downlights surrounding the seating or exhibition area and the bar area. In vitrine, pedestals, exhibition racks, and walls where the painting is specialized using spotlights that can be set its position. In the entrance-exhibition space, wall washing is the choice to accentuate the wood accents in the area. The bar area is given a hanging lamp in the form of a coffee cup to accentuate the coffee making area.

Because the coffee shop location is inside the office building, artificial ventilation, namely split air conditioning, and exhaust fans are the only choice for coffee shop delivery. The bar and kitchen area focused on using the exhaust fan. Whereas in other areas only focused on the use of split air conditioners.

In this coffee shop, room acoustics will only focus on the kitchen, office, and staff area. Acoustics are needed in this room to provide privacy to workers and a sense of comfort to visitors to not interfere with activities that occur in the work area of staff. The entire coffee shop’s security system is equipped with CCTV, the building's security system, fire hydrant, smoke detector, and sprinklers, especially the kitchen, bar, and storage area. This security system will avoid unwanted things such as fire, loss of visitors or staff, or work accidents.

4. Conclusions and suggestion
It can be concluded that there is a need for coffee shops with exhibition areas, especially among office workers in Jakarta. The coffee shop will become a place to take a short break and socialize, or even a place to work with a different atmosphere. This paper elaborates on the interior design of the multifunctional coffee shops to answer that need. With the development of the modern era, the emergence of cafes with various concepts and facilities is a means of supporting office workers to get a place to stay that suits their tastes and needs. On top of that, spreading knowledge about Indonesian coffee amongst Jakarta residents is also the main objective developed in this design. The coffee shop design is complemented by exhibition space that supports local artists and entrepreneurs to develop their work and show it off. The study suggests that designing interior should accommodate the multifunctional needs of a space.

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