Interior design of nusantara beauty and health library

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Abstract. This research aimed to design a library that could arouse the interest of the community. Indonesia was known for its variety of cultures, traditional beauty, and health treatment using natural ingredients. The Indonesian beauty and health industry's growth had been very rapid these days but still less appreciated by lots of local people. Therefore, Nusantara Beauty and Health Library that provided the information about natural and local cosmetics could be a new and exciting thing that had high potential to attract people where cosmetics had become a necessity and a lifestyle. This created a new impression of the library, where most of the libraries in Jakarta usually seemed rigid and boring. The research method was in the form of collecting data through reference books, magazines, articles, and journals related to Indonesian libraries and cosmetics Nusantara Beauty and Health. Besides, observation, survey, interview, and design process were done to complete this research. It is hoped that this library will be the place to exchange information about the world of Indonesian natural beauty and health with exciting and educational concepts that are different from other libraries in Jakarta.

Keywords: beauty and health, library, interior design

1. Introduction

The beauty and health in Indonesia have developed rapidly. Both face makeup, and facial and body care have become a necessity and lifestyle of the general public [1].

Indonesia is rich in culture, one of which is the tradition of beauty and health using natural ingredients. These natural ingredients have been used since ancient times in traditional ways. Along with the development of the times, natural ingredients are still used but packaged in a more modern way. The use of traditional and modern natural ingredients in beauty and health care is a big part of developing the world of beauty and health in Indonesia [2].

Recently, more new cosmetic brands are emerging in Indonesia. Some local cosmetic brands are competing to release products containing traditional natural ingredients packaged in a modern manner with varying quality and price ranges. The trend of people using natural herbal and cosmetic products is very large. This is supported by the potential of medicinal plants, cosmetics, and aromatics in Indonesia, with around 30 thousand types [3]. Therefore, the opportunities and creativity of the natural cosmetics industry and herbal products have opened up in the country.

However, the development of beauty and health in Indonesia is still underappreciated by the public, one of which is due to the unavailability of a place to provide complete information. The intended place is a library where people can get more complete information about the development of the world of beauty and health in Indonesia. Information about the beauty and health in Indonesia is packaged in the
form of books and magazines, also in the form of multimedia and audiovisual as another way to increase public interest in the library.

Based on the purpose of people coming to the library, library functions can be divided into two, namely [4]:

- **Recreational Functions**
  Recreation comes from the word recreation, which means something refreshing and pleasing to the heart. So the purpose of the creative function is that the library can be pleasing or entertaining. By coming to the library, people can borrow or read books they like, meet other people who also visit the library, exchange ideas, chat, and do activities together to become entertaining.

- **Educative functions**
  Educative comes from the word education that means to be educational. The library functions as educative, meaning that the library can be educational, giving additional knowledge to its members.

Nusantara Beauty and Health Library will be a place where the general public and especially the beauty community, can get and exchange much information about the world of beauty, especially in Indonesia. This library will be a source of information on the world of beauty and health in Indonesia with interesting and educational concepts. Moreover, this research was part of the interior design student’s final project.

The objectives in designing the interior of Nusantara Beauty and Health Library are (1) Designing facilities that can arouse the interest of the community, especially among women to find information about beauty and health in the library, (2) Designing interior concepts with local content to preserve Indonesian beauty and health culture in accordance with library interior design standards, and (3) Designing an interactive library interior so that it can convey information in an interesting way.

2. **Methodology**

The several stages of research for the interior design of Nusantara Beauty and Health Library are as follows:

- **Literature Study**
  Research in the form of collecting data through reference books, magazines, articles, and journals related to Indonesian libraries and cosmetics.

- **Observation**
  Research in the form of direct observation to obtain macro and microdata serves to analyze the condition of the building and its surroundings.

- **Survey/Field Research**
  Research in the form of field visits to several libraries to obtain and deepen complete data.

- **Interview**
  Research in the form of interviews with informants concerned with Indonesian libraries and cosmetics to collect data.

- **Design Process**
  Create working and presentation drawings to make a prototype.

3. **Results and discussions**

The world of beauty and health in Indonesia cannot be separated from one of the well-known cosmetic brands, Sari Ayu, by Martha Tilaar. The cosmetics brand that always takes inspiration from local Indonesian content for its products originally had a philosophy from Javanese culture [5].

Indonesia is known for its textile crafts in the form of batik. Batik has various patterns depending on the region. One of the typical Javanese batik patterns from Jogjakarta and Solo is Sekar Jagad Batik. The concept applied to the design of Nusantara Beauty and Health Library is the Beauty of Sekar Jagad. Sekar Jagad Batik contains the meaning of glamor and beauty of diversity. The meaning reflects the
world of Indonesian beauty where beauty is not only defined by one standard but with the diversity of the Indonesian people. The concept is shown in Figure 1.

![Overall Layout](image)

**Figure 1.** Overall Layout

3.1. **The concept of space imagery**
The image to display in the interior design of Nusantara Beauty and Health Library is an atmosphere that gives the impression of being relaxed as if the user is doing or getting beauty and health treatments that are applied to the area of Makeup, Face Care, Body Care, Hair Care, and Nail Care.

3.2. **Shape concept**
The forms used in the interior design of Nusantara Beauty and Health Library are organic and also geometric shapes. The organic form is inspired by the Sekar Jagad Batik motif, which is then processed into a modular form so that it is easier to apply to interior elements.

3.3. **Color concept**
The main colors applied to the interior design of Nusantara Beauty and Health Library are neutral colors such as brown, gray, and white that give the impression of comfort. The blue color, which has a psychological meaning of confidence that represents the world of Indonesian beauty, is used as an accent color [6]. The metallic bronze color is also used, which becomes a pop of color and gives the impression of luxury.

3.4. **Airing concept**
The air used in the interior design of Nusantara Beauty and Health Library is in the form of artificial air with the help of the Central Air Conditioner with a temperature of 20-23C.

3.5. **Lighting concept**
The lighting used in the interior design of Nusantara Beauty and Health Library is natural and artificial. Natural lighting coming in from the window can illuminate several areas in the afternoon and evening but with low intensity. For the reception area and bookshelves, indirect or indirect lighting is used so that the information from the lighting is widely and evenly distributed. In contrast, for some reading areas, direct lighting is used according to the needs of moderate intensity.

3.6. **Material concept**
The materials used in the interior design of Nusantara Beauty and Health Library are materials that give the impression of luxuries such as marble, tinted mirror, metal, and solid wood.
3.7. The concept of local content application
In the interior design of Nusantara Beauty and Health Library, local content was applied that took Sekar Jagad Batik as inspiration. Sekar Jagad Batik contains the meaning of glamor and beauty of diversity. The meaning of diversity can be seen from the indeterminate shape of batik motifs. This form is then processed and made into a modular form so that it is easily applied to interior elements. The colors used are also inspired by one of the colors of the Sekar Jagad Batik.

3.8. The concept of technology application
In the interior design of Nusantara Beauty and Health Library, technology is applied, namely the availability of several standing screens that can be used for browsing, playing mini-games, multimedia, and audiovisual. This standing screen is a touch screen equipped with a front camera for mini-games where visitors can visually play with makeup or skincare. There are also headphones for multimedia and audiovisual equipment.

Figure 2-10 show the design concept of Nusantara Beauty and Health Library. Starting from reception area, makeup area, face care, body care, hair care, nail care, area group seating, and standing screen area.

Figure 2. Reception Area Perspective

Figure 3. Makeup Area Perspective
Figure 4. Face Care Perspective

Figure 5. Body Care Perspective (1)

Figure 6. Body Care Perspective (2)
Figure 7. Hair Care Perspective

Figure 8. Nail Care Perspective

Figure 9. Group Seating Area Perspective
4. Conclusions
Since ancient times, the world of beauty and health both face makeup, and facial and body care has been a necessity and lifestyle of the general public. The tradition of traditional beauty and the health of Indonesia by using natural ingredients lasts for generations. The beauty and health industry in Indonesia has grown rapidly, now more and more local cosmetics brands are issuing products made from natural ingredients packaged in a modern way. However, this is still not appreciated by the Indonesian people. One of the factors is the unavailability of a forum to obtain complete information about the world of beauty and health in Indonesia. Therefore, Nusantara Beauty and Health Library's interior design must be appropriately arranged to provide interesting and educational information.

In designing a library, several things need to be considered, including the facilities that must be in accordance with the functions and activities. Ergonomic data are needed as a basis for designing circulation, distance, and furniture. In addition, a strong concept is also needed for the application of interior elements. The concept used in the interior design of Nusantara Beauty and Health Library is the "Beauty of Sekar Jagad", which was inspired by Sekar Jagad Batik, which has the meaning of beauty and beauty of diversity.

The application of the concept of "Beauty of Sekar Jagad" can be seen from the shapes and colors inspired by the Sekar Jagad Batik motif applied to several interior elements that form a luxurious impression. In addition, the application of this concept can also be seen from reading areas that contain a philosophy of one's behavior when doing or getting the beauty and health treatments that form a relaxed and comfortable impression.

In addition to the application of local content inspired by Sekar Jagad Batik, there is also the application of technology in the form of a standing screen that can be used to browse, play mini-games, multimedia, and audiovisual. Overall, the interior design of Nusantara Beauty and Health Library aims to create a comfortable and attractive impression of the modern library in order to increase public interest not only in the development of Indonesia's beauty and health world but also in reading and seeking information.

In designing library interiors, it is important to pay attention to several important aspects, such as applying concepts to interior elements and facilities that are appropriate to their functions and activities. Besides, the ambiance is also important to shape the image of space. The author hopes that the interior design of Nusantara Beauty and Health Library can help in the development of creative ideas in other interior designs and can also answer problems in library interior design, especially modern libraries.
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