

# Psychological Analysis of Color in Commercial Buildings for Room Users

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## ABSTRACT

In the world of design itself, color is enough to affect the visuals that are created or shown for the connoisseurs of the design. Color is a very important topic for designers to create their work and become the branding of the work. The purpose of this study is to analyze that color can produce certain effects on emotions, productivity, mood, to branding in a commercial building that can increase the income and trust of consumers. The method in this study uses a qualitative descriptive method, where this method displays the actual data results without adding or subtracting from the data results. The results of this study indicate that the colors used in the two stores greatly affect the branding that is created and consumer confidence in buying the products sold. The conclusion drawn from this research is the importance of color being able to create a trust or an interest for consumers in buying a product in a commercial building and the importance of color for the commercial building so that it can become a special attraction for consumers to come and be able to increase the selling price. for that product. The author recommends this research for interior design students or interior designers who will later design a commercial building, especially a flower shop related to color psychology.

**Keywords:** Color; Branding; Commercial; Qualitative Descriptive

## 1. INTRODUCTION

In this very modern era, the existence of color is very popular in all fields. Starting from the field of fashion, interior design, or something related to art. With the existence of these colors, people today begin to understand how color can be an indirect communication or can be something that helps increase branding in a business. But long before this modern era, color has become a topic of discussion, where experts began to research about how color can help or know a person's psyche. According to psychologist Lois B. Wexner in 1954, in his research on the attraction of color to mood, he found that a person's personality can be related to color. Likewise, American psychologist Frank H. Mahnke (1996) has also conducted experiments on the relationship between color and emotion (UK Essays Film Studies: 2015). In the world of design itself, color is enough to affect the visuals that are created or shown for the connoisseurs of the design. Color is a very important topic for designers to create their work and become the branding of the work. (<https://epsikologi.com/psychology-warna/>). According to Sir Isaac Newton's theory of color (1642 - 1727) described in his book "Optics" (1704) he revealed that light is the main source of color in every object, from his discoveries he revealed when sunlight enters through a hole in a dark room. actually white light has a color that is not caught by

the naked eye, when the light hits the prism, many colors appear from the prism such as red, orange, yellow, green, blue, indigo and purple. From these experiments Newton concluded that it turns out that the color of objects will not appear when the color is not reflected by sunlight or white light. Therefore light is the only source of color. However, according to the color theory of Young (1801) and Helmholtz's color theory (1850) it was stated that the eye actually has many receptors to receive various color variants. At that time Young revealed that the human eye has only three receptors (receivers) of light, namely receptors that are sensitive to blue, red and green light. All color vision is based on these three receptors. However, in 1850 Helmholtz corrected what we know as the "Three Receptor Theory", this theory revealed that through the three receptors, we can see all color variants and distinguish them. If light hits an object, it will reflect one or more of the light in the spectrum. So if blue light reaches the eye, the receptors that are sensitive to blue will be stimulated, so that the visible color is blue, as well as other colors. In the year (1855-1861) a physicist from Scotland, namely James Clerk Maxwell conducted experiments to perfect the three theories. He conducted an experiment by forming a series of experiments including experiments using a projector and colored light filter. Three projectors that have been filtered with different colors will shine on a white screen in a dark room. The accumulation of two or

three colored lights, turns out to produce another color. Therefore James concluded that the colors red, green and blue are primary colors (primary colors) in mixing light colors. Primary colors are colors that cannot be produced by mixing any color. Meanwhile, through these primary colors, all other colors can be created. (<https://serupa.id/theory-warna/>)

Psychologically can be described according to color experts J. Linschoten and Drs. Mansyur mentions and describes color is not a symptom that can be observed only, but is able to influence behavior and plays an important role in aesthetic assessment and helps determine whether or not someone likes the work. (<https://dkv.binus.ac.id/2015/08/26/memahami-warna-via-theory-prang-color-wheel/>)

In this fairly developing era, many new types of businesses have emerged where they want the products they sell in their stores to look attractive and lure consumers to buy them. Therefore, interior designers are very focused on the colors they take in their designs, one of which is in the commercial building space. The rooms in commercial buildings today have a design that is quite unique and attractive for consumers to come into the building. Research has found that the color of a product influences a customer's decision to buy from a business or brand by 60 to 80 percent. This means that the right choice of color not only strengthens the brand association, but can also affect the total sales for the commercial building. Choosing the right color can also affect work activities for employees in the commercial building, among others, employees can be more productive at work, and become more comfortable at work.

The purpose of this study is to find out that color psychology has an important role in the business world, because color psychology is able to increase the branding that you want to create and is able to make consumers more interested in coming and seeing the products sold in the commercial building. In addition, it is able to make employees who work in the commercial building more productive and more comfortable, so as to increase work productivity in the commercial building.

## 2. METHODOLOGY

The method in this study uses a qualitative descriptive method, where this method displays the actual data results without adding or subtracting from the data results. According to I Made Winartha (2006:155) he said that the descriptive qualitative method is analyzing, describing, and summarizing various conditions, situations from some of the data collected in the form of interviews or observations about problems studied in the field. In addition, according to Sugiono (2012: 9) also suggests qualitative research as a research method based on the philosophy of post positivism, used to examine the condition of natural objects, where the researcher is the key instrument, data collection techniques with triangulation, data analysis is inductive or qualitative. , and

the results of qualitative research emphasize meaning rather than generalization.

According to Nana Syaodih Sukmindata (2009), descriptive qualitative research is intended to describe and describe existing phenomena, both natural and human engineered, which pay more attention to the characteristics, quality, and interrelationships between activities. This type of qualitative descriptive research describes the conditions as they are, without giving treatment or manipulation to the variables studied. This type of qualitative descriptive research is a type of research with the process of obtaining data as it is. This study places more emphasis on the meaning of the results. The instruments in this study were observation, interviews, and documentation. The research subjects are informants, which means people in the research setting who are used to provide information about the situation and condition of the research setting. Spradley revealed that qualitative research does not use the term population, but is called a social situation or social situation which consists of three elements, namely place, actors, and activities that interact synergistically. ( <https://hot.liputan6.com> )

The stages in the qualitative descriptive method are the combined stages of the two methods. At the stage of the descriptive method according to Sukardi (2014, pp. 158-159) describes the stages of descriptive research are as follows:

1. Identifying significant problems to be solved through descriptive methods.
2. Limiting and formulating the problem clearly.
3. Determine the objectives and benefits of the research.
4. Conduct a literature study related to the problem.
5. Determine the framework of thinking, and research questions and or research hypotheses.
6. Designing the research method to be used, including in this case determining the population, sample, sampling technique, determining data collection instruments, and analyzing data.
7. Collect, organize, and analyze data using relevant statistical techniques.
8. Make a research report.

Then the stages of the qualitative method according to Endang S. Sedyaningsih Mahamit (2006) in Asep Suryana (2007:5) qualitative research stages include:

1. Determine the problem.
2. Conduct a literature study.
3. Setting the location.
4. Preliminary study.
5. Determination of data collection methods; observations, interviews, documents, focused discussions.
6. Data analysis during the study.
7. Analysis of the data after; validation and reliability
8. Results; story, personal, bold description, narrative, frequency table can help.

In qualitative descriptive methods, documentation is needed because documentation can help display data that may not have been obtained. Some written notes and

pictures are needed to help analyze the research data. Qualitative descriptive method is used in this study because this research involves objects in the field, namely the La Madame Florist shop and flower shop in Rawa Belong, by collecting data results that are in accordance with what is in the field and not manipulating the results of the data and includes synergistic places, actors and activities.

**3. RESULTS AND DISCUSSION**

Color psychology is a branch of psychology that studies color as a factor that influences human behavior. A psychologist named Johann Wolfgang von Goethe in his book entitled Theory of Colors, states that each color has a certain impression and influence, both positive and negative, on one's emotions. And Johannes Itten in the book The Elements of Color, Johannes Itten states that each color has a different impression and effect on a person. This is because each color has an emotional effect, mood swings can even affect one's productivity. In business branding and marketing, color psychology is focused on how the color affects the consumer's impression of a product. In business, the use of the right color will affect the branding and marketing of a product or store to make it more attractive, some of the benefits of which are that color can increase brand recognition, several studies that have been conducted state that color can provide brand recognition up to 80%.

As in the La Madame Florist flower shop, seen in picture 1. The facade of the La Madame Florist flower shop looks, the analysis seen from the front view of the shop has shown that the color psychology presented is using gold color or gold color which means luxury combined with Brown color means warmth. Coupled with the classic accents listed, this store has an attractive branding and has a distinct impression for consumers who come and buy products from the La Madame Florist store.



**Figure 1** The facade of the flower shop La Madame Florist(source: <https://maps123.net/en/ID/la-madame-florist-p862311>)

However, there are also florists who do not pay attention to the psychology of the colors used, as shown in Figure 2.

The facade of this flower shop in the Rawa Belong area, the color psychology that is not yet good makes the store unattractive, sometimes makes consumers hesitate to buy it, and makes it not too attractive. believe in the quality of the flowers it sells. Even though the price sold is cheaper, the branding shown on the flowers is invisible, making the products sold look unimpressive.



**Figure 2** The facade of a flower shop in the Rawa Belong area(source: <https://www.antaranews.com>)

Then the interior of this La Madame Florist flower shop, seen in pictures 3, 4, and 5 . The interior of the flower shop La Madame Florist uses a dominant color psychology of neutral colors or white, where white has a sacred and clean meaning. The color white stands for freedom and openness. So that the products being sold are the opposite color to the color of the walls and the color ambience used makes consumers directly focus on the products being sold, does not make consumers wrongly focus on the products being sold and creates a clean impression on the store. So that the branding created has a good impression, which makes consumers more confident in the store and makes the products sold in the store more trusted by consumers.



**Figure 3** Interior view of La Madame Florist. flower shop (source: author)



**Figure 4** Interior view of La Madame Florist. flower shop (source: author)



**Figure 5** Interior view of La Madame Florist. flower shop (source: author)

In contrast to the flower shop in the Rawa Belong area, as seen in Figures 6 and 7. The interior of the flower shop in the Rawa Belong area, the psychological analysis of color in the interior of the shop cannot be said to be good and makes it attractive to consumers who come. Because the colors used in the interior of the store use bright colors that do not conflict with the products being sold, this makes consumers who come to be distracted by the color of the walls, this makes the branding bad and makes the store look rundown or unclean. So that makes the products sold also have bad branding even though not all products sold are of poor quality.



**Figure 6** The interior of a flower shop in the Rawa Belong area (source: <https://anindiaulia.wordpress.com/2015/12/25/100dps74-pasar-bunga-rawa-belong/> )



**Figure 7** Interior of a flower shop in the Rawa Belong area (source: <https://anindiaulia.wordpress.com/2015/12/25/100dps-day-74-pasar-bunga-rawa-belong/> )

From the results of the voting conducted by the author using a poll filter on the Instagram application, it shows that 13 out of 24 people choose to buy flowers at flower shops that already have good branding and 11 out of 24 people choose to buy flowers at flower shops that do not yet have branding. The good one. These results show that 58% of people prefer to buy flowers at a well-known store than buying flowers at a store that does not yet have a good branding. However, this can not be a benchmark because different people's point of view is different. This vote was taken with the psychological factor of the color used in the store.

#### **4. CONCLUSION**

From the results of research which results that color psychology is very important in the business world.

Especially for entrepreneurs who have shops or commercial buildings that sell their merchandise. How color psychology can really help provide a trust or interest for consumers in the products purchased and the importance of color for branding in commercial buildings and be able to increase the selling price of the products being sold, it can be seen from the flower shop La Madame Florist who pays attention to the color psychology of the building. . This makes the products sold have a distinct impression for consumers who buy their products and makes consumers more interested in buying the products being sold.

The advantage of this research that the author feels is that the author knows more about how color can help entrepreneurs who are starting their business or who have pioneered to create branding that is realized for consumers so that the shop or commercial building can impress the hearts of consumers.

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