

Implementation of Japanese Style Interior Design in Shabu Kojo Restaurant Bandung

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ABSTRACT

The increasing number of tourists who come to Bandung city encourages every culinary business owner to continue developing their business to attract visitors. The interior design of a cafe or restaurant that is unique and follows current trends believed to be one of the attractions to bring in many visitors besides the menu offerings and the taste of the food. Shabu Kojo restaurant itself is an all-you-can-eat restaurant that serves Japanese specialties so that the interior design adopts Japanese style. The implementation of this Japanese style makes the interior design of Shabu Kojo restaurant in Bandung different from other restaurants and has the potential to bring in visitors. Therefore, this study aims to explain the implementation of the Japanese design style characteristics in the interior design of Shabu Kojo restaurant Bandung. The research method used is qualitative. From the research, it was concluded that the characteristic of Japanese design style in the restaurant can be seen from the use of typical Japanese pattern, ceiling shapes, door designs, the use of *chochin* lamps, *noren* decoration elements, as well as the use of natural materials in interior elements and furniture.

Keywords: Japanese style, interior design, restaurant

1. INTRODUCTION

Department of Tourism and Culture of West Java Province noted that Bandung city was the most visited area with 2,431,290 tourists in 2020 [1]. The number of tourists who come to Bandung every day makes the business potential in this city increase, including the culinary business. This encourages every culinary business owner to continue innovating and developing their business to attract visitors. Director of MAP Property Design Ltd., Yoshep Santoso, explained that the interior design of a cafe or restaurant that is unique and follows current trends believed to be one of the attractions to bring in many visitors besides the menu offerings and the taste of the food [2]. So, behind the success of the cafe and restaurant business in bringing in visitors, there is a role for interior design services involved in it.

Shabu Kojo Restaurant itself is an all-you-can-eat restaurant located on Progo Street, Bandung. This restaurant serves Japanese specialties, namely shabu-shabu and yakiniku so that the interior design adopts a Japanese style. The characteristics of the Japanese design style are flexibility, efficiency, simplicity, and closeness to nature [3]. The implementation of this Japanese design style makes the interior design of Shabu Kojo restaurant in Bandung different from other restaurants and has the potential to bring in visitors.

Therefore, the authors are interested in conducting this research to explain the implementation of the Japanese design style characteristics in Shabu Kojo restaurant

Bandung. This research is limited to the cashier area, food displays, and the dining area of the Shabu Kojo restaurant in Bandung.

2. METHOD

In designing the interior of Shabu Kojo restaurant in Bandung, the author uses the 5-stage design method proposed by Rose Mary Botti-Salitsky. According to Limantara et al. [4], the stages consist of:

1. Observation
The process of collecting project data, client data, literature data, typology data, and inspiration.
2. Deep Research
It is an analysis process based on the data obtained to determine the style and design concept.
3. Ideas
The creation of several design ideas/design proposals with design solutions and alternative plans. The resulting solution addresses the problems that the client has.
4. Design development and evaluation stage
This stage produces an output in the form of a design which will be discussed in part 3. This stage is repeated until the design is approved by the client.
5. Finalize the document for the final presentation
At this stage, the authors refine the final design results into products that can be presented to clients and create construction drawings.

The research method used is qualitative. According to Saryono, qualitative research is research that is used to investigate, find, describe, and explain the quality or privilege of social influences that cannot be explained, measured, or described through a quantitative approach [5]. In other words, this qualitative method prioritizes the ability of researchers to explore the focus of the problem under study.

Data collection methods consist of:

1. Literature Study

Literature studies through books, journals, and news articles that support the research topic are carried out to be used as references in making this research. Due to the COVID-19 pandemic, the literature study was done online.

2. Documentation

Documentation such as pictures and photos of the design results is needed to complete and clarify part 3. In general, data analysis methods include data reduction, data presentation, and conclusions or data verification. At the data reduction stage, the authors summarize/simplify the data obtained. These data are then analyzed by comparing them with literature data and presented systematically so that conclusions can be drawn. The conclusion obtained is a description of Japanese design style characteristics that applied to the interior design of Shabu Kojo restaurant in Bandung.

3. RESULT AND DISCUSSION

Research conducted by Widjaja [3] on the interior of Tomoto, Imari, Kayu, and Nishiki Surabaya restaurants emphasizes the differences in the application of Japanese design styles from one restaurant to another. While the concept of the Japanese design style applied to an all-you-can-eat restaurant in Surabaya [6] has 7 approaches, namely color, material, lighting system, air conditioning system, fire protection system, communication system, and security system. This research focuses more on the physics and utility aspects of the building.

This interior design is the first to use the Shabu Kojo restaurant Bandung as an object of research, with a Japanese design style approach as an effort to give the restaurant uniqueness and attract visitors.

Shabu Kojo restaurant was established in 2017 located in Bandung City which was recorded as the most visited area by tourists in 2020 [1]. This restaurant is an all-you-can-eat restaurant that serves Japanese specialties, namely shabu-shabu and yakiniku so that the interior design adopts the Japanese style.

In 2021, the restaurant owner wants a renovation with an atmosphere like being in a Japanese alley. The following is the result of the interior design of Shabu Kojo restaurant in Bandung:



Figure 1 Cashier Area (Source: ARCHID Design & Build, 2021)



Figure 2 Food Displays Area (Source: ARCHID Design & Build, 2021)



Figure 3 First Dining Area (Source: ARCHID Design & Build, 2021)



Figure 4 Second Dining Area (Source: ARCHID Design & Build, 2021)



Figure 5 Wings Area (Source: ARCHID Design & Build, 2021)

3.1. Floor

The floor uses homogeneous tile material with natural stone motifs and wood vinyl. This flooring material does not reflect the Japanese design style. According to Yagi [7], the standard Japanese design style room uses tatami mats to cover the entire floor. However, tatami is not resistant to fire and stains such as shoe marks, so the use of tatami is reconsidered.



Figure 6 Floor materials (Source: Google.com)

3.2. Wall

Most of the walls use concrete wallpaper and wooden lattice panels. The use of these wooden lattice panels reflects the Japanese design style. According to De Mente [8], *ki*

(wood) is one of the most interesting aspects of Japanese culture. Since ancient times, various types of wood have been plentiful in Japan, so architects, artists, and craftsmen make full use of them.



Figure 7 Concrete Wallpaper and Wooden Lattice Panels Wall (Source: ARCHID Design & Build, 2021)

In the food display area, the walls use wallpaper with a *seigaiha* pattern. According to French [9], the *seigaiha* comes from the name of ancient Japanese court dance. In ancient times, *seigaiha* was used for auspicious events and was believed to be a symbol of peace and good luck.

青海波: SEIGAIHA

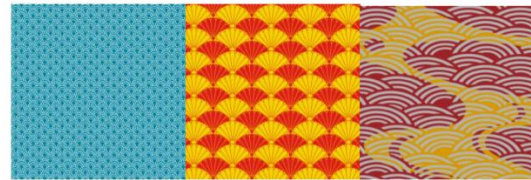


Figure 8 *Seigaiha* Pattern (Source: French, 2017, p.14)



Figure 9 Implementation of *Seigaiha* Pattern (Source: ARCHID Design & Build, 2021)

In the wings area, the walls use a combination of wooden lattices with *tasuki* pattern wallpapers that are packaged in a more modern way. According to Koizumi [10], *tasuki* is one of the abstract patterns of Japanese design style.



Figure 10 *Tasuki* Pattern (Source: Koizumi, 1989, p. 213)



Figure 11 Implementation of *Tasuki* Pattern (Source: ARCHID Design & Build, 2021)

3.3. Ceiling

In one of the dining areas, the ceiling uses a wooden lattice with a checkerboard pattern that has similarities to the ceiling shape during the Japan Shoin era [11]. The use of wood material also reflects the Japanese design style. According to Yagi [7], generally in Japanese architecture, the ceiling is made of wood or bamboo.



Figure 12 The Similarity of the Checkerboard Pattern (Source: Nishi and Kazuo, 1996, p. 75)

In the wings area, there are artificial plants on the ceiling to give a natural impression. According to De Mente [8], *shizen/nature* is one of the characteristics of the Japanese design style. The Japanese consider that the closer a product to certain natural aspects, the more people are interested in it, especially for building materials, household furniture, utensils, interior decorations, and others.



Figure 13 Artificial Plants on the Ceiling (Source: ARCHID Design & Build, 2021)

3.4. Door

The door design adopts the *shoji* shape. *Shoji* is simple frameworks of thin pieces of wood arranged in various rectangular patterns and framed with wider pieces of wood, then pasted onto paper. According to Yagi [7], *shoji* panels are an essential element of Japanese-style interior design. *Shoji* itself has many variations of forms, one of which is as shown in the image below.



Figure 14 *Shoji* Panel (Source: Yagi, 1982, p. 51)



Figure 15 *Shoji*-shaped Door (Source: ARCHID Design & Build, 2021)

3.5. Lighting

In the cashier area and some dining areas, there are *chochin* lamps. According to Yagi [7], *chochin* is very effective in giving a Japanese touch to a room when hung from the ceiling. Usually, the bottom of the *chochin* lamp is left open, but if it is hung from the ceiling it is often closed or left with only a small opening.

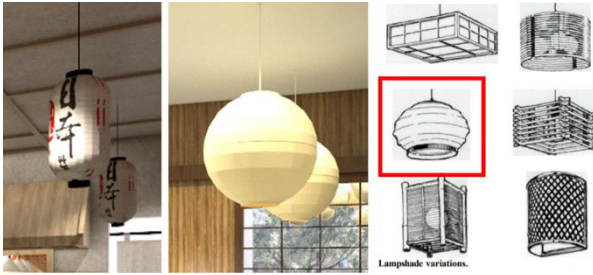


Figure 16 Chochin Lamps (Source: Yagi, 1982, p. 71)

3.6. Decoration Elements

The doors and windows of the dining area use *noren* as decoration elements. *Noren* is separate curtains made of cloth or hemp. In the Heian Period, *noren* was used as a shade in front of the house. Much later, *noren* was used to replace a store's large door to facilitate the circulation of customers. Until now, this tradition continues, especially for dine-in restaurants that serve Japanese food or drinks [7].

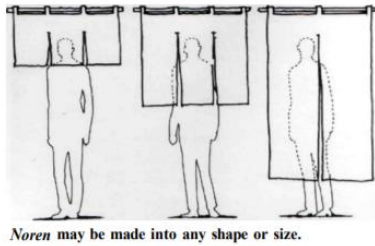


Figure 17 Noren (Source: Yagi, 1982, p. 30)



Figure 18 Implementation of Noren (Source: ARCHID Design & Build, 2021)

3.7. Furniture

Most of the furniture in the restaurant is block-shaped corresponding with the formal characteristics of Japanese-style furniture, specifically linearity (dominated by straight lines). According to Koizumi [10], tables are usually block-shaped and simple, with legs inclined towards a square shape. For furniture materials, it is dominated by wood and natural stone which also reflects the Japanese design style.



Figure 19 Shabu Kojo Restaurant Furniture (Source: ARCHID Design & Build, 2021)

3.8. Materials and Colors

Overall, the materials used in the interior design of Shabu Kojo restaurant Bandung are dominated by natural materials such as wood, concrete, and natural stone. The use of this material strongly reflects the Japanese design style. According to Yagi [7], natural materials used in Japanese architecture give the room a calm and soft tone. Meanwhile, the colors used were white, light brown, dark brown, and gray with a matt texture. These colors are often found in Japanese-style interior designs [7].

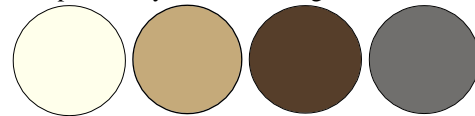


Figure 20 Color Scheme (Source: ARCHID Design & Build, 2021)

4. CONCLUSION

Based on the analysis in the results and discussion section, the implementation of Japanese style interior design in Shabu Kojo restaurant Bandung can be seen from the use of Japanese patterns, ceiling shapes, door designs, the use of *chochin* lamps, and *noren* decoration elements. In addition, the use of natural colors and materials such as wood, concrete, and natural stone in interior elements and furniture also strongly reflects the Japanese design style. For prospective researchers, it is hoped that the shortcomings in this study can be used as evaluation material for making further writings. It is also recommended to multiply reference books or journals that support the research topic so that the resulting research is more accurate and in-depth.

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