

The Analysis of Theme and Image of Kopikura Coffee Shop Interior Design at Taman Palem

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ABSTRACT

The number of coffee shops in Indonesia makes the coffee industry even more competitive. Therefore, the image and theme of the coffee shop are crucial as they create a unique identity that distinguishes it from other coffee shops. Kopikura, a small coffee shop in Taman Palem, wants to redesign the interior because it seems messy and lacks personality. This study aims to identify Kopikura's image and design themes in the interior design process. It is also to validate the suitability of the design with the image and the specified theme. This study used qualitative and quantitative methods. Data was collected through informal interviews, direct observation, questioner, literature, and online observation. The data was analyzed using mind maps and bar diagrams. The target of Kopikura is to be an experience bar for true coffee lovers that emphasizes the interaction between barista and customers. Kopikura established inspired by Vermillion Cafe in Kyoto and Blue Bottle Coffee in Tokyo. Regardless, the owner wants a clean, tidy, and functional design. From the analysis, the image of Kopikura is simple and dynamic. Meanwhile, the suitable theme for Kopikura Taman Palem is Natural Minimalist. The online survey shows that the interior design has portrayed the image and theme well.

Keywords: Corporate image, design theme, coffee shop interior

1. INTRODUCTION

Coffee is one of the most widely consumed beverages in the world. The Ministry of Agriculture predicts the growth of national coffee consumption as much as 8.22% per year during the 2016-2021 period. Coffee consumption in 2021 is predicted to reach 370 thousand tons [1]. This leads to an increasing number of coffee shops in Indonesia. Data from the Ministry of Industry shows that there are around 1000 coffee shops in 2016 and this has increased to more than 2,950 coffee shops in 2019 [2].

The increasing number of coffee shops in Indonesia has made the coffee business more competitive. Coffee shops themselves have become a trend and lifestyle for many people, where coffee shops are popular places to gather and chat. Therefore, brand image and design theme are crucial as they create the identity of the coffee shop. This identity will distinguish the coffee shop from others and makes it unique. Kopikura is a small coffee shop located in Taman Palem. Kopikura feels that their interior is still messy and lacks personality, so the owner wants to redesign the interior.

In designing a commercial area, we must study the client's business. According to Piotrowski, 5 things affect the direction of commercial design, namely the type of facility, location, target customers, business products, and clients [3]. Corporate image is identified based on this

information. Image identification can be done through mind mapping or a chart to visualize the thinking process. From a study entitled 'Merumuskan Konsep Desain Interior', here is an example of using a diagram in determining the design concept [4]:



Figure 1 Example of Design Concept Diagram (Source: Rucitra, E. 2020, p. 40)

This study aims to identify the image of Kopikura and the suitable design theme for Kopikura's interior at Taman Palem. It is also to validate the suitability of the design with the image and theme.

2. METHOD

Botti-Salitsky divides the design process into 5 stages, programming, schematic design, design development, construction document, and final critique [5]. The scope of this study is at the programming and schematic design stages.

The study used qualitative and quantitative methods. The qualitative method was done by analyzing primary and secondary data with supporting theories, while the quantitative method was done by using a structured questionnaire to validate the results.

Primary data was collected through informal interview, direct observation, and questionnaires. An Informal interview was done with the owners of Kopikura, asking about the owner's needs, Kopikura's business targets, and the desired atmosphere. Direct observation was done by conducting site visits. A structured questionnaire was distributed to 30 respondents online.

Secondary data was collected through literature and online observation. The literature was obtained through books, e-books, and e-journals. Online observations were made by observing Kopikura's social media accounts and websites/articles about Blue Bottle Coffee and Vermillion Cafe.

After that, the data was analyzed through mind maps and bar diagrams. Mind mapping was done by filtering the collected data and writing down some keywords from the data. The keywords are the atmosphere of a coffee shop, things related to coffee and coffee shops, the target market of Kopikura, as well as the image of Blue Bottle Coffee and Vermillion Cafe which are the inspirations for Kopikura. The bar chart was used to analyze the survey results regarding the suitability of the space design with the image and theme.

3. RESULT & ANALYSIS

Kopikura is a coffee business that has a small shop at Taman Palem.



Figure 2 Kopikura Logo
(Source: <https://www.facebook.com/kopikura/>)

The business area is small because it shares a place with Candy's Florist flower shop. Moreover, the business owner is using the second floor as a residence.



Figure 3 Existing Interior of Kopikura, Taman Palem
(Source: Author, 2021)



Figure 4 Facade of Kopikura, Taman Palem
(Source: Author, 2021)

From an interview with the owner of Kopikura, the owner wanted to redesign the interior of Kopikura because the current design seems messy and lacks personality. A study entitled 'Corporate Identity Visual dan Citra Perusahaan Melalui Fasilitas Ruang Baca di Bapusipda Jawa Barat' shows that the negative image of West Java Bapusipda (library) which was originally ordinary, standard, and unattractive turned into a positive image with an attractive design and complete facilities. This image change can be seen from the increasing statistical data of the reading room [6].

Owners want a cleaner look, a functional area, and a more spacious bar. The desired atmosphere is interactive and bright. Kopikura is targeted to be an experience bar for true coffee lovers to emphasize the interaction between baristas and customers as much as possible. However, the design of Kopikura must also pay attention to the existence of Candy's Florist. The owner requested that the presence of Candy's Florist and Kopikura should be as balanced as possible.

Kopikura was inspired by Tokyo's Blue Bottle Coffee and Kyoto's Vermillion Cafe. Blue Bottle Coffee is a coffee brand from California that has branches in various countries. In a blog, Blue Bottle Coffee tells about the color philosophy they used. One of them is the gray color taken from the color of the fog. They said that coffee is best drunk when the atmosphere is foggy [7].



Figure 5 Blue Bottle Coffee, Tokyo
(Source: <https://leibal.com/architecture/blue-bottle-coffee-nakameguro-cafe/>)

The picture above shows the interior of Blue Bottle Coffee. It gives the impression of being clean, neat, simple, bright, and commercial. Vermillion is a local coffee shop in Kyoto. Vermillion's website says that it was inspired by cafes in Melbourne that are friendly and communicative with the surrounding community [8].



Figure 6 Vermillion Cafe, Kyoto
(Source: https://www.tripadvisor.com/Restaurant_Review-g298564-d5964170-Reviews-Vermillion_espresso_bar_info-Kyoto_Kyoto_Prefecture_Kinki.html)

The picture above shows the interior of Vermillion Cafe. It gives the impression of an intimate, masculine, and compact design. The information collected in this programming stage needs to be analyzed properly to achieve a good design solution. However, concluding the results of the programming process is not easy. In this stage, many designers use diagrams. Diagrams serve as a tool for brainstorming by visually pouring thoughts from your head to paper. The use of diagrams allows visual information to be absorbed quickly in the process of screening and forming design ideas [9].

In this study, information was analyzed using a mind map diagram to help the thinking process.

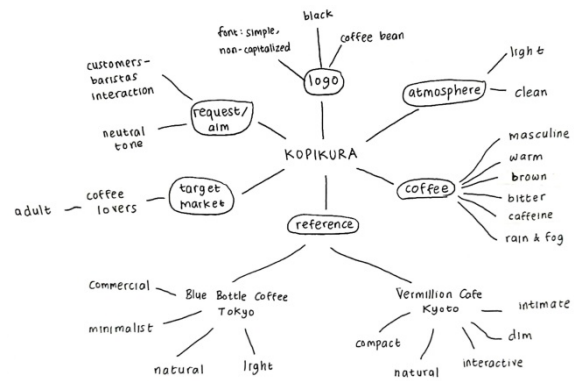


Figure 7 Kopikura Image Mind Map
(Source: Author, 2021)

From the mind map above, several keywords that can represent the image of Kopikura are natural, interactive, simple, neutral, and mature. Then, these keys are filtered again to identify the Kopikura image. Natural, neutral, and mature can be represented by the word 'simple', while interactive and mature can be represented by the word 'dynamic'. From this analysis, Kopikura's image can be concluded as simple and dynamic. After the brand image had been identified, the keywords about Kopikura are combined with the conditions in the Taman Palem Ruko to determine the design theme. The design theme must be able to portray the image of Kopikura. The study entitled '*Desain Interior Four Points Solo untuk Menampilkan Citra Hotel Bisnis Elegan Kontemporer dengan Sentuhan Budaya Jawa*' shows that the elegant-contemporary design concept with a touch of Javanese culture is applied to display the elegant and exclusive image of Four Points Hotel Solo [10]. Besides that, Candy's Florist keywords were also analyzed because they affect the interior design of Kopikura.

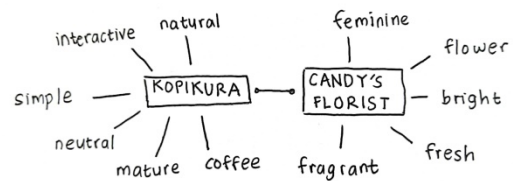


Figure 8 Kopikura and Candy's Florist Mind Map
(Source: Author, 2021)

Coffee itself radiates masculine energy. However, Candy's Florist as a flower shop has a powerful feminine impression. Supporting that, the owner also wants to use neutral tones. Therefore, the masculine image is not necessary.

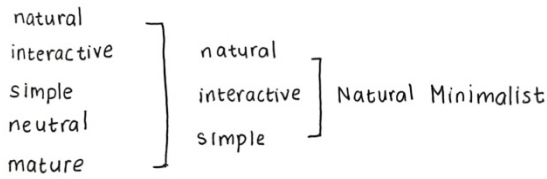


Figure 9 Kopikura Theme Diagram
(Source: Author, 2021)

Blue Bottle Coffee Tokyo and Vermillion Cafe Kyoto as the inspiration of Kopikura, was analyzed too. Both coffee shops have a natural design, like Japanese design principles. The owner also emphasizes wanting a clean and functional design. Therefore, the suitable interior design theme for Kopikura in Taman Palem is Natural Minimalist.

Based on the images and themes that have been identified, several image references from the internet were searched. Some of the most representative images were arranged into a mood board and material board.

After that, a layout drawing and 3D design are made. Kopikura area consists of a counter, an indoor sitting area, and an outdoor sitting area. Counters and steps are triangular facing each other. The steps function half as flower displays and half as flexible indoor seating areas. The outdoor seating area has tables for diners who want to sit for a long time enjoying coffee and chatting.

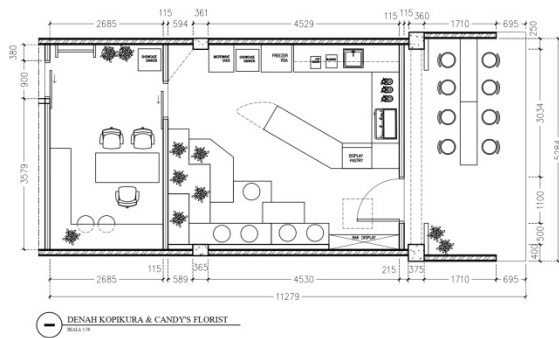


Figure 12 Lay Out of Kopikura and Candy's Florist
(Source: Author, 2021)

In the 3D design, Kopikura's simple image applicated with the use of fewer shapes and colors. Meanwhile, the dynamic image applicated with a unique and flowy form of steps seating. This open seating area opposite the counter allows for interaction between customers and baristas. It also suits the owner's preference which is not too concerned with having a seat for dine-in. The natural theme is applied using natural materials like wood, and cement. The fresh flower display from Candy's Florist also supported the natural mood. Meanwhile, the minimalist theme is applied with the use of simple geometric shapes.

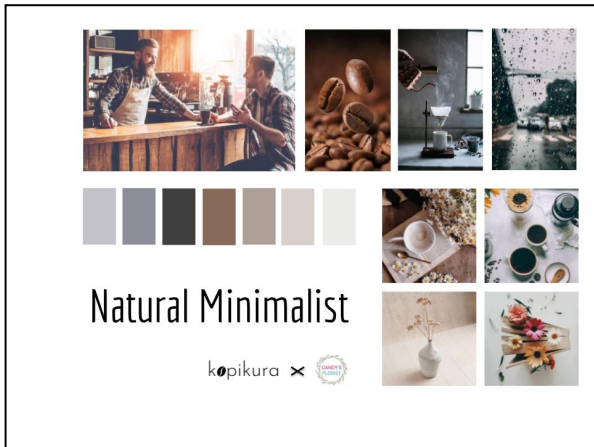


Figure 10 Kopikura and Candy's Florist Mood Board
(Source: Author, 2021)



Figure 11 Kopikura and Candy's Florist Material Board
(Source: Author, 2021)



Figure 13 Kopikura Seating Area and Candy's Florist Flower Display Design
(Source: Author, 2021)



Figure 14 Kopikura Counter Area Design (Source: Author, 2021)

The questionnaire used this 3D design. It was distributed online to 30 respondents consisted of 9 men and 21 women with an age range of 3 people under 18 years, 21 people 18-25 years, and 6 people over 45 years. The questionnaire contains six questions about the image and five questions about the theme. The result regarding spatial image shows that 90% of respondents agree that the design portrays a dynamic image, 80% of the respondents agree that the design portrays a neutral image, and 70% of the respondents agree that the design portrays a simple image.

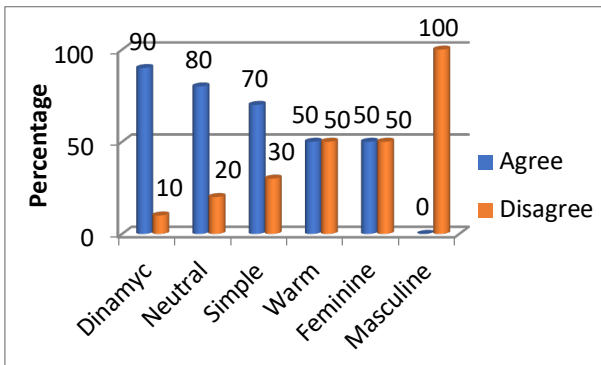


Figure 15 Kopikura Image Bar Diagram (Source: Author, 2021)

The result regarding design theme shows that 100% of respondents agree that the design looks modern, 90% of respondents agree that the design looks natural and minimalist, and 70% of respondents agree that the design looks elegant.

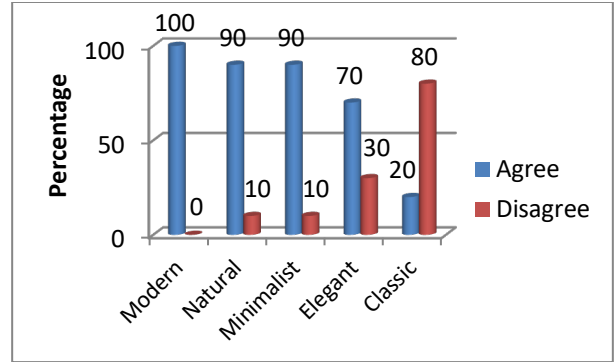


Figure 16 Kopikura Theme Bar Diagram (Source: Author, 2021)

This survey has successfully validated that the design has portrayed the dynamic and simple image of Kopikura also the Natural Minimalist interior theme

4. CONCLUSION

Kopikura has a dynamic and simple image. The suitable theme for Kopikura's interior at Taman Palem is Natural Minimalist. The design of the space has portrayed the image and the theme quite well.

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