



Implementation of Industrial Style Concept to Bebek Kaleyo Restaurant Interior Element

Jacklyn Yohana and Hartini Laswandi

EasyChair preprints are intended for rapid dissemination of research results and are integrated with the rest of EasyChair.

August 11, 2022

Implementation of Industrial Style Concept to Bebek Kaleyo Restaurant Interior Element

Jacklyn Yohana^{1*} Hartini Laswandi^{1*}

¹Faculty of Fine Arts and Design, Tarumanagara University, West Jakarta 11440, Indonesia

*Corresponding author. Email: jacklyn.615190020@stu.ac.id, hartini@fsrd.untar.ac.id

ABSTRACT

Interior design holds an important role in expressing the impression of a space. The concept and philosophy that are trying to be channelled from a space can be seen and felt by the design of the interior itself. Interior designs are also capable of bringing the atmosphere that influences the mood of the people inside it. Not only that, designers are also required to be able to maximise the usage of the materials effectively and efficiently. An efficient and effective material usage will minimise costs and reduce waste, and this also includes interior designing for restaurants. In this project, Bebek Kaleyo picks industrial style as the design for their new restaurant. Industrial design basically uses monochromatic colours, while the materials in the application have rough textures, such as bricks and metals, to give it a more masculine character and an unfinished feel. There have been several researches regarding industrial design itself, but a research on the upside of using industrial style is yet to be done. The design is worked on programmatically through analysis technique using descriptive qualitative methods by gathering factual data from observation and refers to the client's requirements through interview. The final result of the design is application of industrial style to the interior elements of Bebek Kaleyo, which expects to reach the optimum result in order to bring positive effects to the management and the customers, both aesthetically and functionally. This article is addressed to students majoring in interior design, students who are currently in internship or currently designing an interior using industrial style on a restaurant..

Keywords: *Bebek Kaleyo; Element; Industrial; Interior.*

1. INTRODUCTION

Restaurants are one of public spaces that are not only seen as a place to eat. However, to people in urban areas, restaurants have become a destination for relaxation, meeting up with close friends, and to blow off some steam after a busy day. Because of that, restaurant owners are trying to bring a comfortable environment for the customer, one of which is with design and aesthetic value.

Nowadays there are a lot of restaurants promoting unique interior concepts. Usually, restaurants provide the atmosphere and a few spots for the customers to take pictures. Along with a lot of activities of sharing moments in the form of photos uploaded to social media, restaurants are increasingly becoming a reference for people who see those photos and get interested to visit. There are a few factors which contribute to a restaurant's characteristic, one of them are service and atmosphere [1]

A good atmosphere shows the level of seriousness from the company to make the consumers feel comfortable. The

more comfortable the atmosphere of a room, the more they can make visitors feel satisfied so that consumers will come again. Seeing the conditions are getting more competitive, every business needs to increase their strength by showing differences or uniqueness that the company has compared to the competitors to be able to attract customers' interest [2]

Therefore, to fulfil that, the management of Bebek Kaleyo Restaurant decides to set the industrial theme as the interior design for their whole branches that are spread across Indonesia which is considered appropriate to the menu which is, fried duck. Industrial design itself has a background that is closely related to the era of industrial revolution in the 18th century. Brief history, the Industrial Revolution is an era when there was a shift in resources, from previously using humans and animals to using machines. Because of that, a lot of factories were built. As time went on, those factories got left behind and abandoned, which left them being used as a place to live and public spaces. However, the factory installations that were still attached give a unique atmosphere to the interior of the

factories, and this idea gave birth to what we know as the industrial style.

Up to this day, industrial style is no longer only using old abandoned buildings that used to be a factory, but also using the factory interior view. Like a factory, this style brings a concept of high utility with use of relatively cheaper materials which are not processed so that it is more efficient and can minimise cost. The usage of materials in this interior style usually uses raw materials with their natural colour, recycled materials, exposed bricks combined with dark colours such as concrete, stone, iron, and cast iron [3]. The materials are less costly, but somehow still manage to give an aesthetic value which is quite crucial in presenting a unique atmosphere for the people inside the room, making this design effective and efficient, environmentally friendly with recycled materials but still pleasing to the eyes. The usage of raw ingredients and recycled in industrial style design can give the impression of antiquity and fadedness [4], so that designers are able to recreate the sense of an industrial atmosphere without using an actual abandoned factory.

2. METHODS

2.1. Case Study

Bebek Kaleyo is a culinary business founded by brothers and sisters Hendri Prabowo and Rini Cahyanti back in 2007. The name “Bebek Kaleyo” itself is derived from a Javanese word where “Kale” means “two” and “yo” means “let’s go”, thus the meaning of “Kaleyo” can be described as “let’s buy two or let’s come again”. Bebek Kaleyo also offers a wide variety of chicken and quail dishes, ranging from grilled to fried, all served with various kinds of sambal (a traditional Indonesian kind of hot sauce).



Image 1: Bebek Kaleyo Logo
Source: <http://kaleyo.com/>

The walls, floors, and ceiling of the restaurant, which are included as the interior element, are set to be the object of design which will be constructed in Karang Satria, Bekasi. The choice of the concept of the interior element as object

of design is based on the importance of unique atmosphere, ambiance, and experience for the customers during their dine at Bebek Kaleyo.

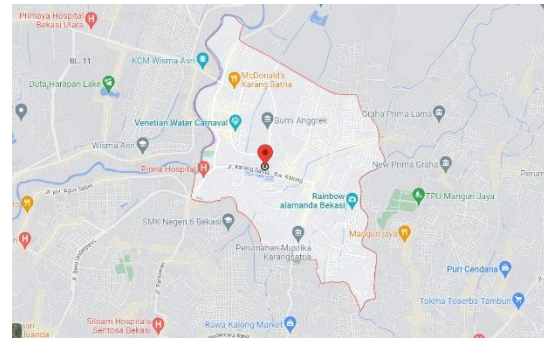


Image 2: Bebek Kaleyo Location
Source: Google maps

2.2. Methods

The design method of the interior element for Bebek Kaleyo is done programmatically in accordance to the steps of designing by Rosemary Kilmer [5] which consist of several steps, including;

a. Commit

The step of receiving and committing to a project

b. State

This step is where the problem is defined. In this step, the designer defines the background of the design.

c. Collect

This step includes the collection of facts and data in the field. In this step, the designer will start a field survey to gather the required physical data. Beside that, the designer will also do research to collect the supporting non-physical data and literature through internet and literature review.

d. Analyze

Analyze is the step where the designer starts analyzing the problem from the data and the facts gathered earlier. The designer will make a concept map to formulate the problem and the design solution to the problem.

e. Ideate

At this step, the designer starts to conceptualize the idea into a schematic concept. This process involves the designer creating several alternative designs using images from the internet as reference and design sketches.

f. Choose

This part is choosing the most-suitable alternative among the other ideas.

g. Implement

This is the step where the designer realises the idea of choice into 2D or 3D or other supporting presentation. In this step, the designer creates a 3D visualization digitally or manually and makes a powerpoint presentation.

h. Evaluate

The last part is to re-evaluate the finished design. In this part, the designer will begin to make revisions of the design and proceed to make the shop drawing with the final design.

The design of the interior element of Bebek Kaleyo is in accordance with the guidelines contained in the standard parameters for restaurants, which include;

Table 1: General parameters used for the designing process at Bebek Kaleyo restaurant [6]

Ministerial Regulation of the Ministry of Tourism and Creative Economy No. 14/2014 on Standards of Restaurant Business
1. Room area is according to seating capacity;
2. Table, chair, and tableware are in compliance with the regulation on hygiene sanitation, with a minimum quality of silver plated;
3. Kitchen area, kitchen utensils, supporting facilities of food processing as follows; <ol style="list-style-type: none"> a. Minimum kitchen area of 30% of the total restaurant area, b. Quality of the floors, walls, and ceiling are according to the regulations, c. Chef office.
4. Includes praying room;
5. Includes with staff room equipped with; <ol style="list-style-type: none"> a. Changing room, b. Staff dining room.
6. Clean, well-maintained, and separated lavatory for male and female customer with each equipped with; <ol style="list-style-type: none"> a. Clear sign, b. Sufficient clean water, c. Toilet seat, d. A washbasin and a hand dryer. e. Closed waste container, f. Urinoir in the male lavatory.

Source: (BN. 2014/NO.968, PERATURAN.GO.ID)

Supported with particular parameters on the design characteristics of industrial style according to Vevano Home, as follows;

Table 2: Particular parameters used for the designing process at Bebek Kaleyo restaurant [7]

Characteristics of Industrial Interior Design	
Main colors	Neutral monochromatic color such as gray, white, or black
Accent colors	Rust, wood tones, vivid splashes of color like red, blue, purple, or green
Shapes	Clean lines that include both straight lines and curved contours
Fixture finishes	Iron, brass, chrome, glass, and copper
Aesthetic	Simple with an emphasis on open space, comfort, and embracing any exposed elements like ductwork, pipes, concrete Steel. Iron, glass, or wood accessories.
Decor/art style	Vintage photographs, abstract art, or plants to add texture and color

Source: (Drake, 2019)

The research uses descriptive qualitative methods with the approach of literature study. The descriptive qualitative method is done by gathering data from various sources, such as interview, survey, and observation which later will be presented in depicted description and writing [8].

This method is used to apply the industrial design concept to the interior element of Bebek Kaleyo in Karang Satria, Bekasi. The data used in the project are floor plan, front, rear, and side views, and the interiors. The interior itself covers the main area, cafe, outdoor area, and the hallway, which will be applied with the industrial design to the shaping elements of the area, such as walls, floors, and ceiling. The shaping elements are as follows;

1. Floor

Beside as a cover for the lower part of a room, a floor also plays the role in supporting the weights on top of it, e.g. humans and furniture, thus it has to constantly endure weights from both moving and inanimate objects.

2. Wall

Physics-wise, walls serve as;

- 1) Bearer of the weight above it, walls have to be able to endure four main forces; horizontal stress, vertical stress, vertical weight, and the bending strength due to the vertical weight itself.
- 2) Divider of rooms, dividing involves sight, therefore a person is covered from direct contact, usually associated with personal or specific interest [9].

3. Ceiling

Ceiling is the shaping element that holds the most important role in the construction of a building. According to [10], generally, the main function of a ceiling is to divide the height of a room, safety, convenience, and beauty.

After the data for the design are gathered, the application begins. The application of industrial style design refers to the general parameters which are the standard of restaurant business according to the Ministry of Tourism and Creative Economy while also referring to the specific parameters which include the characteristics of industrial style design from Vevano Home.



Image 4: Material examples
Source: Jacklyn Yohana, 2022

3. RESULTS AND DISCUSSION

3.1 Results of Image Analysis on the Design of Bebek Kaleyo Restaurant

The design concept of the new Bebek Kaleyo restaurant in Karang Satria, Bekasi is aimed to bring a new atmosphere than before. In this design, the client wants a design that is able to reach more consumers from all societal groups, from the young people to the adults. In order to do this, the industrial style is applied to give a modern feel, while also building a cozy atmosphere as how a cafe should be.

The image that the restaurant is trying to express is a design that feels urban in such a way that the customer will feel a different atmosphere compared to other restaurants they have ever come into. The area design mainly adopts industrial style. The reason behind the style choice is because the main target of the market are millennials and gen z's, which have a taste of up-to-date style grown in them. This way, the aesthetically-pleasing industrial style design will suit them very well. Moreover, the design is aimed to attract more customers for its unique atmosphere.

3.2 Colour Scheme and Material of the Design of the Bebek Kaleyo Restaurant

The applied colours in the new Bebek Kaleyo restaurant dominantly uses the colours which are commonly found in nature, such as brown, wood accent, and brick accent.



Image 3: Color scheme
Source: Jacklyn Yohana, 2022

The material of choice has textures on it to give it a sense of a “raw material”, therefore giving it an unfinished look. For example, the walls are unfinished and only display a layer of bricks, the floors use tiles in the main dining area, while the floors in the outdoor area will use cement plaster or granite tile. The tiles will also have patterns that will give it a more vintage look.

3.3 Analysis on the Shaping Elements of the Area on the Design of Bebek Kaleyo Restaurant

1. Floor Plan

The design for the floors of the restaurant uses a vintage and natural concept, while the colour of choice is contrast. The upside of using this concept is that the installation would be a lot simpler and faster. The chosen material for the floors functions to blend the design of the different elements altogether, from the walls to the ceiling, providing a much smoother and a well-combined design of a room. As mentioned earlier, the choice of material for the floor is crucial and has a significant influence on the outcome of the design. The materials used in the different areas in the restaurant are as below:

- Front and back outdoor dining area and outdoor cafe
 - a. Exposed concrete finish furnished with decorative pebble stone
 - b. Wooden Decking on the outdoor cubicles.
- Indoor dining area
 - a. Ceramic tiles with Allia Picasso Vintage White pattern size 20x20 cm by Wisma Sehati
 - b. Ceramic tile with Cube Diamond CU031E size 20x20 cm
 - c. Plain ceramic with Allia Plain Black Glossy colour size 7.5x15 cm
- Cafe house area
 - a. Exposed concrete finish
 - b. Terracotta floor size 30x30 cm

2. Wall Plan

In interior designing, walls are the element of the interior that are intended to be in the limelight. The walls in the outdoor parts of the restaurant are applied with unfinished concrete as the material of choice. Meanwhile, the indoor area uses orange-coloured exposed brick in their wall element, this is aimed to boost the industrial feel of the room combined with the other interior elements. The walls in the cafe area use a different material than what is used in the outdoor and indoor, it uses ceramic to cover its walls. The following is the list of the materials used in the walls in every part of the restaurant:

- Front and back outdoor area and outdoor cafe
 - a. Exposed concrete furnished with vine decorations
 - b. PVC laminates with wood accent
- Indoor dining
 - a. Exposed brick
 - b. Clear glass with black aluminium frame
 - c. Mirrors
 - d. Aluminium with black powder coat finish
 - e. PVC laminates with wood accent
 - f. Roster, used as ventilation hole while also getting rid of sun beam
- Cafe house
 - a. Exposed concrete
 - b. Mosaic ceramic tile “POTTERY STRIPED SNOWY” size 29.3 x 29.3 cm by Venus Tiles
 - c. Terracotta ceramic red brick coloured size 24x7 cm

3. Ceiling Plan

The materials chosen for the ceiling parts of the restaurant are mostly PVC laminates with wood accent and aluminium with black powder coat finish. The ceiling is equipped with hanging lamps, TL lamps, and outbow lamps.

3.4 Render Results of the Bebek Kaleyo Design

The following are the render results and the plan of the application of industrial style materials on Bebek Kaleyo restaurant.

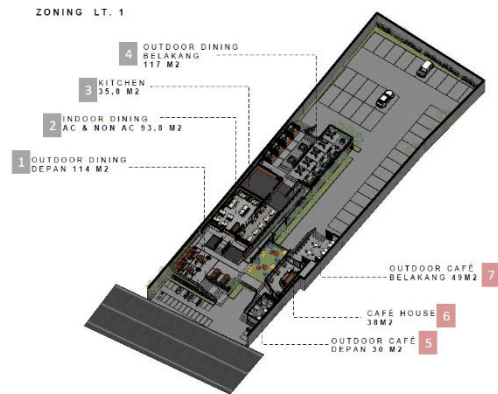


Image 5: Bebek Kaleyo 1st floor zoning
Source: Designed by Jacklyn Yohana, 2021

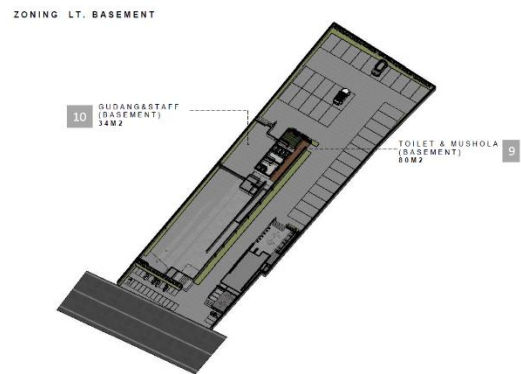


Image 6: Bebek Kaleyo basement zoning
Source: Designed by Jacklyn Yohana, 2021



Image 7: Front outdoor dining Bebek Kaleyo restaurant
Source: Designed by Jacklyn Yohana, 2021



Image 8: Indoor dining Bebek Kaleyo restaurant
Source: Designed by Jacklyn Yohana, 2021



Image 12: Backyard dining Bebek Kaleyo restaurant
Source: Designed by Jacklyn Yohana, 2021



Image 9: Indoor dining Bebek Kaleyo restaurant
Source: Designed by Jacklyn Yohana, 2021



Image 13: Bebek Kaleyo outdoor café
Source: Designed by Jacklyn Yohana, 2021

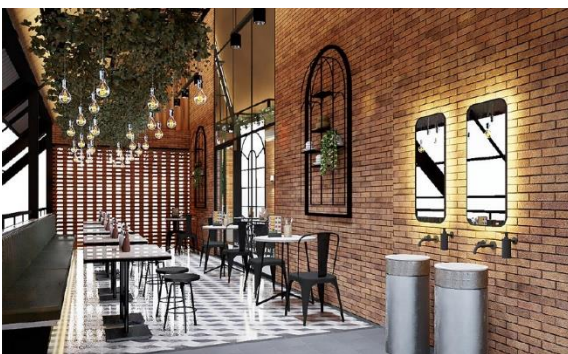


Image 10: Hallway indoor dining Bebek Kaleyo restaurant
Source: Designed by Jacklyn Yohana, 2021

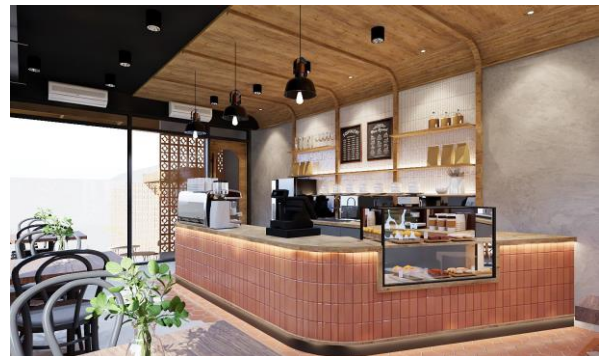


Image 14: Bebek Kaleyo outdoor café
Source: Designed by Jacklyn Yohana, 2021

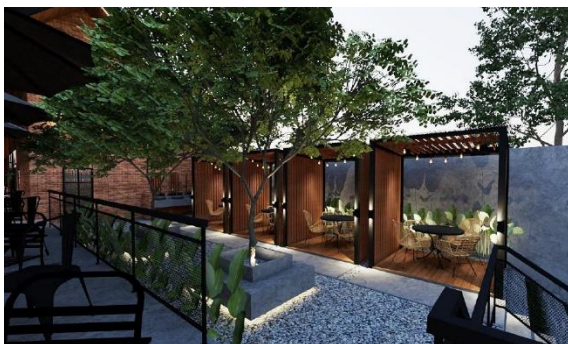


Image 11: Backyard dining Bebek Kaleyo restaurant
Source: Designed by Jacklyn Yohana, 2021



Image 15: Bebek Kaleyo outdoor café
Source: Designed by Jacklyn Yohana, 2021



Image 16: Bebek Kaleyo outdoor café
Source: Designed by Jacklyn Yohana, 2021



Image 17: Bebek Kaleyo outdoor café
Source: Designed by Jacklyn Yohana, 2021

3. CONCLUSION

Industrial style became widely-known in the 18th century during the industrial revolution. Priorly, this style was used to reutilize abandoned factories to become a place to live and also a public place with the factory installation that were already installed. It gives the interior atmosphere that is unique and never existed before until this style develops to be a trend in the interior world. Industrial style puts forward exposed material technique that shows the natural appearance of the material itself and is more masculine.

The application of industrial style in Bebek Kaleyo Karang Satria Restaurant is applied on the floor, walls and ceilings element. Using materials with industrial display in the form of exposed concrete, aluminium, PVC laminate with wood pattern and exposed bricks are the main points in design. In addition, colours that were used are the original colour of the material that are monochrome with an orange base.

Therefore, the industrial style in this project gets elevated to a more modern and elegant in order to give a brand-new look while retaining the characteristics of previous Bebek Kaleyo restaurants so that the business stays relevant to the market and gets more competitive in the culinary industry through creating atmosphere and ambience suiting to the millennials and gen z's as their main customer target.

REFERENCES

- [1] Kusumowidagdo, Visitor Perception on Food Court Servicescape the Study of Two Shopping Centre Food Courts in Indonesia, Gramedia Pustaka Utama, Global Journal of Business and Social Science Review, 2014.
- [2] Kusumowidagdo, Desain ritel, Gramedia Pustaka Utama, 2013.
- [3] Rahardjo, S., Rahmadina, A., & Anggraini, A., Industrial Style in Interior Design of Wild Grass Café Through Decorative Installation. In 5th Bandung Creative Movement International Conference on Creative Industries 2018. Atlantis Press, (5th BCM 2018) (pp. 484-489)., 2019.
- [4] Jamaludin, J., Widia, E., & Primayudha, N., The Contemporary Cafes Interior Design in the City of Bandung as Representation of Transculturalism, Journal of Arts and Humanities, 8(11), 09-17., 2019.
- [5] Kilmer, R., Designing Interior 2nd edition, 2014
- [6] Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia, Peraturan Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia Nomor 11 Tahun 2014, 2014.
- [7] Drake, R., Home Interior Design Styles: What is Industrial Design?
<https://vevano.com/resource-center/home-interior-styles-industrial-design/>
- [8] Sugiyono, P. D., Metode Penelitian Kuantitatif, Kualitatif dan R&D, Bandung: Alfabeta Bandung, 2010.
- [9] Wijaya, Y. M., Pasal-Pasal Pengantar Fisika Bangunan, Jakarta: PT Gramedia, 1998.
- [10] Susanta, G., Panduan lengkap Membangun Rumah, Jakarta: Gunadarma, 2007