

Growing Interest for New Casual Culinary Business Through Recommended Design Strategies

Sultan Arya Manarul Hidayat¹, M. Galieh Gunagama²

^{1,2} Department of Architecture, Universitas Islam Indonesia

¹Email: 18512084@students.uii.ac.id

ABSTRACT: *The development of the culinary business is increasingly evolving; many ideas are applied to the culinary industry. Taste and food plating technique are the primary keys to a successful menu offering to attract new customers' attention. However, many new culinary business people ignore the importance of creating an attractive space for customers with the popular term "kekinian" or in English "up to date", apart from the food served, especially for casual themed culinary places. The recommended design factors can attract more customers' attention to be having the interest to visit the culinary business, which is involved as a marketing strategy, especially in today's developing era. This study uses a qualitative method by including case studies on several related precedents in the Yogyakarta region. The data used for this study were obtained from observations in several case studies, online questionnaires to several ex-customer, as well as correlated publications with discussions on the topic of this study.*

Keywords: culinary, business, customer, unique, design, restaurant

INTRODUCTION

The lifestyle of the people today has undergone changes and developments. Lifestyle, no longer limited to appearances, "hanging out" is also an activity that many young adults do to gather and do suitable activities to fill their spare time, do assignments, and even look for unique culinary spots that can be enjoyed and perpetuated the moment. Lately, more hanging out is done in cafes or restaurants. The essence of the gathering activity is none other than to enjoy the unique restaurant atmosphere, which can give a comfortable and pleasant impression when visiting the venue. Because of this phenomenon, culinary places such as cafes and restaurants, which are increasingly creative in tidying up, create a fun hangout place that makes visitors feel at home. However, the literature on explanations that will provide direction for business people is still minimal, and some additional recommendations need to be given on how to design attractive culinary places.

Culinary place owners have acquired further confidence in developing atmospheric dining areas to draw consumers searching for excellent and exceptional leisure regions. (Scott, Laws, & Boksberger, 2009). To attract customers who find unique and remarkable places for relaxation, atmospheric food centers have raised demand among restaurant owners (Scott, Laws & Boksberger 2009). In certain economic conditions, retail consumers concentrate on improving their goods and services to make them experienced and customer-friendly (Pine II & Gilmore, 1998). Any of the main conceptions of experience are intended for unforgettable experiences like the theme, harmonization of observations with positive indicators, elimination of negative indicators, the mixture in memoirs, and all the meaning.

Hedonic consumption can also be a requirement of unforgettable eating encounters within eating behaviors, where stimuli consisting of food, physical environments, and social factors play a role in consumer satisfaction (Macht et al. 2005). These authors expand on the need to improve better ambient conditions, including temperature, lighting, and acoustics, to sustain healthy food. Family food members' involvement as a family, acquaintances, or special friends and other more physical alternatives can improve appetite and enjoyment defined by psychological manifestations such as food and personal interactions. In favor of this, Wansink (2006) said that pleasurable moments could be accomplished when we share food with family and friends. Different types of food places like cafés or bistros may be built for simple assembly, and related ones named third place (Oldenburg, 1997).

Of the many variations in culinary places, this can provide options for customers to feel the sensation of a unique atmosphere in a culinary place. The numbers are still not evenly distributed but continue to increase so that new recommendations for unique designs need to be given. And over time, there have been breakthroughs in the form of design ideas in culinary businesses. Colors, lighting, and decoration are discussed as some of the critical elements of the servicescape, which raises concerns about how these elements facilitate people's intent to dine. Not a few were found adopting unique, modern shapes and drawing attention to the interior. These things make an identity for the culinary place to attract customers' attention to visit the venue. Starting from the theme used, the unusual interior, to the stunning scenery that blends with the restaurant concept offered, are several things for the businessman to emphasize the originality and identity of the place as part of a marketing strategy for potential new customers. Not to forget to provide good design for customers so that they are interested in returning to the place.

The purpose of this paper is expected to be able to provide direction for culinary business people who are just starting but still do not know the strategies needed to design an attractive culinary place, especially among young adults. With several recommendations for the design of a culinary place, these business people can apply strategies that have been used in several culinary places. Observations were made on several culinary places and asked customers who had visited the venue about the attractiveness of a culinary place they had visited. New business people have started a business but still, look less attractive among the public. The recommendations given are expected to improve the performance of the culinary business they are currently in.

LITERATURE REVIEW

Sociability is one of Flanagan's five essential inherent traits and may be more complicated in humans when individuals are, by the way, but with unpredictable external factors. The feature is "the degree of behavior, irritability or *emotionalité*, softening and anxieties." The atmosphere can become irritating for a couple of speakers, for example, through harsh temperatures, humidity, ventilation, noise, and glare (Wheldall 1975). Gifford and Gallagher (1985) proposed that in addition to personal and social variables, physical circumstances were important influences that affected how people socialized and how

environmental conditions encouraged people's attention during the speech. They monitor how mechanical arrangements efficiently support conversation. Besides, people will need to judge their understanding of an environment and their emotional reaction before and after witnessing it. In response, a study by Lin (2004) showed that service capes gave customers a subsequent feeling before being served. This does not, however, clarify how customers respond to servicescape cognitively or emotionally. Liu and Jang (2007) also found that facility esthetics, which includes visual indicators such as paint, light, and décor, positively affected consumer pleasure and significantly affected enthusiasm.

The Liu and Jang (2009) paradigm of Mehrabian and Russel proved to be a significant factor for customers' psychological reactions, using an expanded paradigm of a restaurant, either visible or intangible. They concluded that the restaurant environment's interior design influence must be recognized to maximize customers' relative importance in maintaining their patronage for their returns. Ses research, however, did not cover a clear food incentive to assess the restaurant's success. The culinary place interior design must be an integral part of the marketing campaign, and how a restaurant looks is vital for branding. The first thing the client can encounter as he/she steps through the doors is the interior design. This early experience decides how customers view a brand, the degree of quality owners intend, the time they foresee, and whether they wish to return. There should also be no underestimation of the value of interior design.

With the connection of how the interior is designed, restaurants now have a spatial, social education representation where people, friends, families, or lovers meet (Diane, 2005). (Diane, 2005) A strong business, either as a food customer or as other clients, is known by Anderson and Mossberg (2004) as quoting Azizi (2010). The most crucial predictive aspect for this would be an essential connection to how their customers anticipate the restaurant. From those reviews, it is evident that the customer's understanding, emotion, and conduct are essential social-psychological factors that decide their satisfaction with eating experiences. However, in the sense of social food intentions, no further clarification remains about how a service climate can be ready to accomplish this goal, especially delivering a unique and attractive design for a restaurant.

RESEARCH METHODS

This study uses a qualitative method by including three culinary places as precedents in the Yogyakarta region, namely Kolona, Lantai Bumi, and Praja. Any data used for this study were obtained from observations in several case studies and correlated publications with involvement in some correlating theories. The researcher will also conduct an online questionnaire to several ex-customers who have visited the culinary precedents. The points highlighted in questions for ex-customers are based on findings in several publications related to designing culinary places that can attract young adults' attention. Several points that are emphasized in research findings and discussion as a result of previous in-depth studies related to parameters that raise the uniqueness of a culinary place include:

- Comfort based on physical response. (temperatures, humidity, ventilation, noise, and glare)

- Visual comfort (paint, light, and décor)
- The atmosphere and activity matches

RESULTS AND DISCUSSION

1. Precedents Survey

Some field observations were conducted by the researcher on the selected famous precedents in Yogyakarta. The aim of observations is mainly pointed out by the predetermined three indicators about how the restaurant's design can attract visitors' attention, especially among young adults. The culinary places surveyed, including Kolona, Lantai Bumi, and Praja, are quite popular among young adults as destinations for hanging out, doing assignments, and other social activities, making the atmosphere unique venues.

A. Kolona Kitchen and Coffee

As explained on the restaurant's website, this restaurant has a touch of Greek architecture, which is very visible on its facade.



Figure 1. Kolona Kitchen and Coffee - Building Façade

Source: https://www.tripadvisor.com/Restaurant_Review-g17677913-d19298524-Reviews-Kolona_Kitchen_Coffee-Sariharjo_Sleman_District_Yogyakarta_Region_Java.html



Figure 2. Venue Interior

Source: https://www.tripadvisor.com/Restaurant_Review-g17677913-d19298524-Reviews-Kolona_Kitchen_Coffee-Sariharjo_Sleman_District_Yogyakarta_Region_Java.html

Another part of the building resembles the original shape of a traditional house found in Santorini called *Yposkafa*. The building has a blue dome shape on top and white, which dominates almost all the building parts. There is a modern-style interior with some Greek-style touches such as textured iron furniture, white in some areas, and the Greek style's value, simple,

elegant, and functional. The existence of ornaments or other decorations in the restaurant strengthens the restaurant's Greek nuance to be more thickly applied.

At this venue, there are two dining options, namely indoor and outdoor. The room is air-conditioned at the indoor venue to minimize hot temperatures in comfort and physical response. For openings using sun-resistant coating glass. The indoor room that is not so humid, good artificial air circulation. The location just back away from the main road to minimize the busy street noise in front of the venue.

In terms of visual comfort, which plays a vital role in attracting the attention of visitors, it can be seen that the restaurant atmosphere uses colors that tend to be dark so that it does not seem flashy. Standard indoor lighting for casual restaurants does not look too bright and comfortable on the eye. Not to mention decorations with the theme of Greek-contemporary nuances, giving visitors a unique impression. It can be seen that the Greek concept that this restaurant carries is unique and rarely encountered. The existence of design innovations is applied to the concept of the building, interior, and the menu servings. No wonder from this uniqueness, this restaurant is visited by many people almost all the time.

B. Lantai Bumi Coffee and Space

Minimalist exterior and interior are adopted, which rather relatively simple concrete design is the concept used for the culinary place design.



Figure 3. Building Façade

Source: [https://www.tripadvisor.co.id/Restaurant_Review-g14794928-d15275884-Reviews-Lantai Bumi-Mlati Sleman District Yogyakarta Region Java.html](https://www.tripadvisor.co.id/Restaurant_Review-g14794928-d15275884-Reviews-Lantai_Bumi-Mlati_Sleman_District_Yogyakarta_Region_Java.html)

The use of ceramic finishes on several elements adds color to the exposed concrete's simplicity that expresses the clean monochrome color. The use of minimalist furniture with large openings gives the impression of natural lighting to look more comfortable. The presence of relevant displays related to the place's style offers a homey and unobtrusive image, so it is no wonder that many visitors are willing to linger in the venue. Two different seating options are offered, an indoor air-conditioned room and an open outdoor area that still maintains privacy for the outside of the venue.



Figure 4. Venue Interior

Source: [https://www.tripadvisor.co.id/Restaurant_Review-g14794928-d15275884-Reviews-Lantai Bumi-Mlati Sleman District Yogyakarta Region Java.html](https://www.tripadvisor.co.id/Restaurant_Review-g14794928-d15275884-Reviews-Lantai_Bumi-Mlati_Sleman_District_Yogyakarta_Region_Java.html)

Large openings with a view of the peaceful surrounding complex environment away from the busy life, surrounded by shady trees, no additional shading is required. Maximum natural lighting with the large opening so it does not feel cramped. Using exposed concrete to most of the building elements helps cool down the temperature in the venue. The use of furniture with a minimalist impression gives the impression of flexibility but is still integrated into the culinary place's concept.

C. The Praja Coffee and Resto

Located away from the city, Praja is well known among the university students who live nearby. The location, which is also close to or passing the route to the tourist area of Mount Merapi, makes many tourists stop off at this venue.



Figure 5. Building Façade

Source: [https://www.tripadvisor.com/Restaurant_Review-g12872450-d15270308-Reviews-The Praja Coffee Resto-Sleman District Yogyakarta Region Java.html](https://www.tripadvisor.com/Restaurant_Review-g12872450-d15270308-Reviews-The_Praja_Coffee_Resto-Sleman_District_Yogyakarta_Region_Java.html)

From the observations made, it can be seen that this culinary place adheres to a very open concept. Huge openings are used at almost every corner of the building, making it easier for sunlight to enter as natural lighting and not forgetting to provide a sweeping view of the horizon from a height. The openings are covered with protection from the sun to minimize

direct sun reflection and minimize the incoming solar heat radiation. This also encourages easy air circulation throughout the building area.



Figure 6. Venue Interior

Source: [https://www.tripadvisor.com/Restaurant_Review-g12872450-d15270308-Reviews-The Praja Coffee Resto-Sleman District Yogyakarta Region Java.html](https://www.tripadvisor.com/Restaurant_Review-g12872450-d15270308-Reviews-The_Praja_Coffee_Resto-Sleman_District_Yogyakarta_Region_Java.html)

The furniture used is more minimalist but still comfortable. The vast indoor space and furniture used with this theme create a more relaxed atmosphere that is more accommodating for visitors, especially young adults. The colors that dominate the venue's atmosphere are bright, but with the dominating openings, the colors from the surrounding scenery also play into the culinary venue's atmosphere. Therefore, the venue's design strategy attracted many customers' attention to visit and stay there for a long time.

2. Ex-Customer Online Questionnaire

The second data collection was by conducting an online questionnaire to several young adults who had visited the three culinary places used as precedent studies. The essence of the questions asked of the respondents, including:

- the view of young adult customers of a "kekinian" concept for a culinary place;
- things that can attract customers to visit a culinary place;
- and customer opinion on the uniqueness of the three famous precedents.

After conducting the online questionnaire, 12 respondents were obtained, which are customers who had visited the precedent venues. At the initial part of the questionnaire, we asked the customers' views regarding the concept of a "kekinian" restaurant. Some of the words that were frequently mentioned in the respondents' descriptions were "unique," "instagrammable" and "following the trend." Another explanation further explains the meaning of "kekinian" itself, a restaurant with a more aimed design aimed at young people's interests. There are unique spots that can be used as photo objects, a minimalist impression, conveying the concept of open space, and styles that follow trends both in decoration and interior.

The second part of the questionnaire asks what things can attract customers' attention to be interested in visiting a culinary place. Some of the non-design influences mentioned by respondents include promos at the venue, being viral on social media, and offering unique menus. While the design influences mentioned include culinary places that offer unique concepts or cannot be found in other restaurants, there are unique spots for taking pictures. From the two types of influence of the attraction, it can be seen that the unique design can invite

the curiosity of customers to come to the venue. The influence of non-design interests such as social media involvement as a step to promote a culinary place where it is necessary to show the identity or uniqueness of a culinary place so that it can be known first. This identity can be shown from building facades, interior design, or other unique venue elements. The last part questioned in the online questionnaire is the respondents' opinions on the three precedents they have visited.

From the response to the first precedent, it can be seen that the respondents are interested in the unique theme offered in the restaurant concept, namely offering the concept of a culinary place with a touch of Greek Mediterranean style. The concept of a culinary place is rarely found and can attract much attention from customers. By applying this concept, customers felt a thick Greek atmosphere in the venue. The uniqueness of this concept makes the many corners of the venue a spot for photos. Each corner of the culinary place will be made with its unique Greek Mediterranean.

In response to the second precedent, the Earth Floor, it can be seen that the respondents emphasized the concept carried by the venue, which emphasized minimalism and the dominating monochrome colors. This design's application gives the impression of being relaxed, comfortable, and focused when the respondents visit the venue. The inconspicuous and straightforward atmosphere, the large openings, and the open concept explain why customers feel at home in this venue for the concept of the culinary space it offers. As for the response to the third precedent, namely Praja, the respondents highlighted the venue's size and its usefulness, which is more suitable as a place to do assignments for students. The furniture that is used makes it easier for customers, especially students. The amount of space available can make the venue for events. The huge openings provide a view of the surroundings for customers, making this culinary place unique.

CONCLUSION

Culinary industry keeps evolving and new ideas are applied mainly to the restaurant's design to draw even more attention to customers. Design indicators are obtained based on customer responses to culinary places based on three main key points from the search for related publications:

1. **Comfort based on physical response** (temperatures, humidity, ventilation, noise, and glare).
2. **Visual comfort** (paint, light, and décor)
3. **Atmosphere and activity matching**

There are some consideration regarding the design recommendation which to be concluded from the data findings, such as:

- Generate new and unique ideas instead of copying other popular business.
- Emphasizing the chosen conceptual theme to various elements on the venue.
- Young adults preferences: Unique, Open, Design Follow Trend.
- Design that accommodates customers needs and experience, not excessive.

REFERENCES

Books

- Pine, J & Gilmore J.H. 1999. *The Experience Economy*. Boston: Harvard Business School Press
Wansink, B. 2006. *Mindless Eating: Why we eat more than we think*. New York: Bantam Books
Oldenburg, R. 1997. *Great Good Place*, Cambridge: Da Capo Press
Wheldall, K. 1975. *Social Behavior: Key problems and social relevance*. London: Methuen
Azizi, T. 2010. *The Dining Experience*. Canada: The University of Lethbridge

Journal Articles

- Scott, N., Laws, E., & Boksberger, P. (2009). Hospitality and Leisure Marketing, *Journal of Hospitality Marketing & Management*, 18, 99-110.
Macht, M., Meiningner, J., & Roth, J. (2005). The Pleasures of Eating: a Qualitative Analysis. *Journal of Happiness Studies*. 6,137-160
Gifford, R. & Gallagher, M.B. (1985). Sociability: Personality, Social Context, and Physical Setting. *Journal of Personality and Social Psychology*, 48, 1015-1023.
Lin, I.Y. (2004). *Evaluating servicescape: the effect of cognition and emotion*. *Hospitality Management*, 23, 163-178.
Liu, Y. & Jang, S. (2009). The Effects of Dining Atmospherics; An extended Mehrabian-Russel model. *International Journal of Hospitality Management*, 28, 494-503.
Diane, S. (2005). Environmental distinctions: the discriminating dining environment. *Les Cahiers du CICALAS*. 6, 55-7.