



Characteristics of a Residence House Transformed Into a Coffee Shop Facade Case Study: Jln. Raya Anggrek Makassar City

Takdir Daming

PT. Media Spasial Konsultan, Makassar, Sulawesi Selatan

*Correspondence: E-mail: takdirputra@gmail.com

ABSTRACT

Jalan Anggrek Raya is an area that has existed for a long time in Makassar City as a corridor lined with houses and shops. As an integrated residential area, its facade has been updated as a function change. This research aims to determine the characteristics of residential house facades transformed into coffee shop facades. This research uses a qualitative method, which begins with theories about visual characters and is then analyzed from field facts. The results obtained show that the visual character of the Jalan Anggrek Raya Makassar coffee shop is that each facade element has a pattern, building alignment, size, and shape that are rhythmic, harmonious, and balanced. Apart from that, it was also found that several parts of the building deviated from the visual character of the corridor, so researchers can recommend facade processing aimed at the government, building owners, and other related parties to develop the visual character of several buildings so that they can maintain the visual quality of the area well.

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1. INTRODUCTION

The coffee shop business is trendy nowadays, driving the fast economic cycle throughout Indonesia. The coffee shop continues to grow following public interest. A residence was once where people carried out their daily activities comfortably (Muchlis & Kusuma, 2016). However, it was changed to a coffee shop to keep up with changes in the surrounding environment. According to Sahro, Marketing Manager for Coffee Bean & Tea Leaf, This is possible because they want to find a new atmosphere not found in hotels; the atmosphere in coffee shops is more accessible and makes them feel at home (Herlyana, 2012).

A coffee shop is a place that provides various types of non-alcoholic drinks, one of which is coffee in a comfortable place equipped with music, an interior design concept as a characteristic, and supporting facilities such as WiFi for consumers to enjoy (Jennyya et al., 2021). Modern coffee shops have become a familiar term nowadays because they can follow the latest trends and present a place with a facade and interior different from the surrounding coffee shops so that it becomes a focal point and can accommodate modern society. (Inspiration, 2022). Coffee shops usually also have simple spaces such as a terrace, a front area with a cashier and order area, a dining room, and a toilet (Chaerul et al., 2019). According to Giri (2022), as part of the face of the building, the terrace on the front side gives the first impression to visitors; this factor is essential in creating a building facade that is attractive but still functional. (Giri, 2022). The facade is a crucial element that displays the richness of the visual experience for the observer. In architecture, facade means the face of a building or the face or front of a building. The facade is an essential part of architectural work because this element is the part that is always first appreciated by the public (Jiffriandi & Muslimsyah, 2018).

Several researchers have researched coffee shops. Several researchers examined coffee shops from the coffee shop interior building aspect to attract customer comfort. According to the findings from Krisnayana (2020), coffee shops have become a public space destination for teenagers with varied goals, not just enjoying coffee. However, customers who come will decide to order coffee from the first impression they get (Krisnayana, 2020). According to Levi and Weitz, exterior characteristics strongly influence the image and concept of the coffee shop as well as its display elements. This is the key to attracting consumers' first impression of a coffee shop before entering (Levi & Weitz, 2001). According to Majid (2022), the first crucial design aspect is consumer assessment of the building's exterior and visual appearance. The coffee shop concept applied to the facade will depict symbols indicating concept-style ideas for potential consumers (Majid, 2022).

According to Punter and Carmona, to analyze the visual quality of a building and area, a comparison technique of the following elements can be used: building line or building alignment, plot length, outline, Proportion or proportions of each building in the area, modeling and Ornamentation, comparison between solid and the empty regions, venetration of openings, materials and colors or the use of colors and materials to attract customer comfort and comfort (Punter & Carmona, 1997). Lukman Hendra Spetian et al.'s research (2020) explained that comfort is defined as an action or reflection of the psychological condition of the occupants because they feel happy in a place, which is reflected through the length of stay, residential plans, and residential satisfaction (Septian et al., 2021). Hay, 1998 Scannell, L., and R. Gifford, 2010 explain that in the science of architecture and interior design, the phenomenon of attachment between humans and the physical environment is included in the discussion of place attachment (Haristianti, 2021).

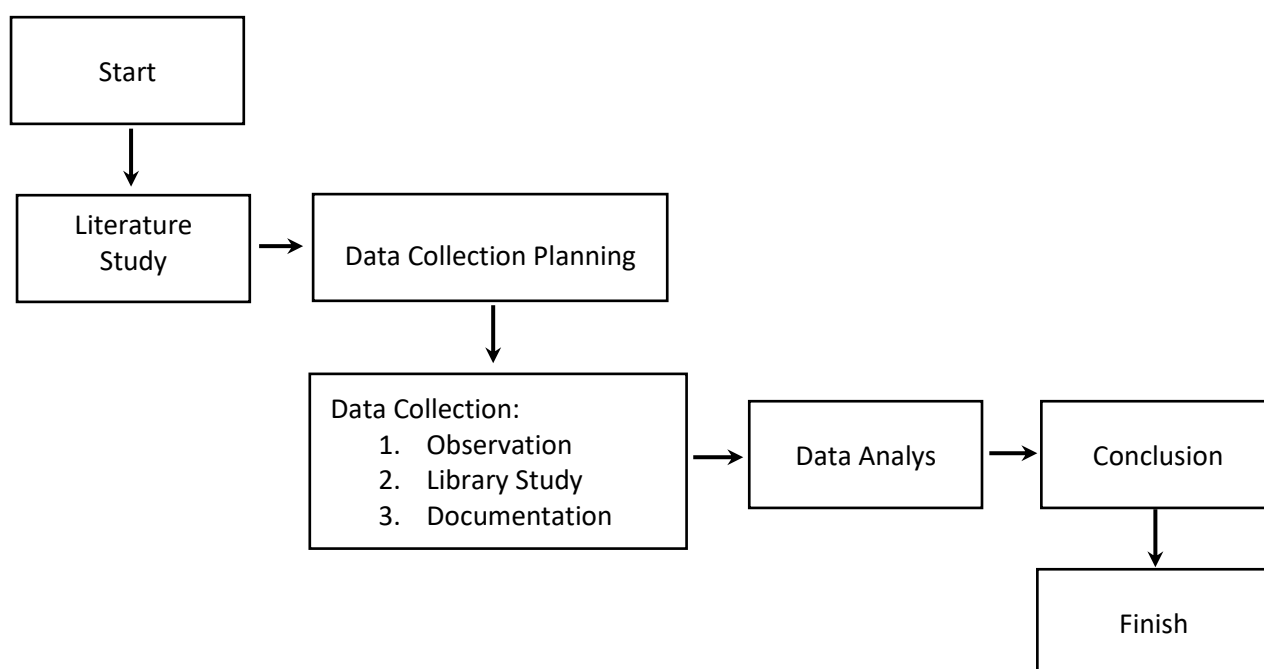
As one of the provincial capitals, Makassar City is a culinary tourism destination that is popular with the public. One of the cities that are becoming a trendy place for contemporary coffee shops, especially in the Jalan Anggrek Raya area of Makassar City, residential houses that were previously places of privacy have become coffee shops (gathering places); the terraces have received a functional update. The building facade has changed in appearance. Researchers pay great attention to the original facade of the house. Because the facade is the face or face of the building, it makes the house and its owner unique. The facade of a building will lose its identity if changes occur that do not follow the rules appropriate to the architecture of the building. Building facades show the cultural conditions when they were built, reveal spatial planning standards, and contribute to creativity and freedom in decoration and Ornamentation (Arifin, 2015). Due to the differences in the appearance of several coffee shop facades, this architectural research needs to be carried out to study the transformation of the function of a residence into a coffee shop.

This phenomenon is why researchers analyze each coffee shop's visual quality using the comparison technique proposed by Punter. An unforgettable visual impression is created by a visual element or unit that stands out and is attractive based on the parameters stated by Smardon above.

2. RESEARCH METHODS

This type of research is descriptive qualitative using a rationalistic approach (Sugiyono, 2017). Labaree emphasizes the quality of research objects, techniques, and processes that cannot be measured in quantity, intensity, or frequency (Labaree, 2009). The research was carried out in the following stages:

- a) Field observations (Pratama, Indah Arry, 2020) occurred at several coffee shops in Jalan Angrek Raya, Makassar City.
- b) Literature Study: Data collection is done by looking for materials that can be used as references for this research, such as photos. Notes and other forms are needed so the resulting data is more detailed and accurate.
- c) Documentation: collecting data through written or electronic documents from the research location. This documentation is needed to support the completeness of the researcher's data (Sugiyono, 2014).



2.1 Research Object Analysis

The research object is in Zone B, where the area is an Integrated Settlement Area. The research object is in Panakukang District. The exact research object is Jl. Anggrek Raya No.21, Paropo, Kec. Panakkukang, Makassar City, South Sulawesi 90231.

Research Object Limits:

North: Hobby Market (Brung)

East: Settlement

South: Makassar City Education Department

West: Settlement – Panakukang Mall



Figure 2. Coffee Shop Location

Source: Author's Analysis, 2024

3. RESULTS AND DISCUSSION

3.1 Observation Results

After conducting observations at the research location, the author explains the results of observation data regarding coffee shop facades in groups, which helps explain the coffee shop facade.

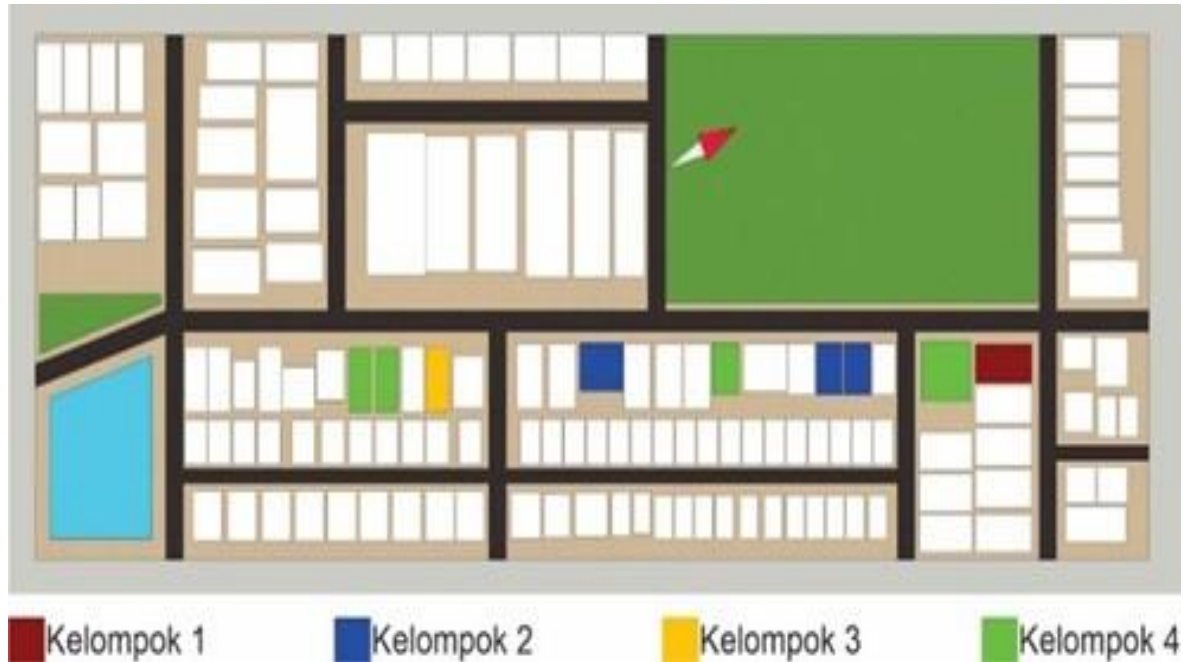


Figure 3. Coffee Shop Grouping

Source: Author's analysis, 2024

The appearance of the coffee shop in Group 1 has changed overall. With the addition of signs in group 2 to identify the function of the coffee shop, no changes have occurred to this building. The shophouse buildings in group 3, which are the initial destination for business premises, are used according to their function; the sign on the shophouse can identify the coffee shop. Changes in appearance on the 1st floor area and the addition of signs in group 4 indicate the function of a coffee shop, while on the 2nd floor, there is no change in appearance.



Figure 4. Coffee Shop Facades That Have Been Grouped
Source: Author's Documentation, 2024

3.2 Discussion

This section will discuss the coffee shop facade with parameters such as Proportion, plot width, Ornamentation, modeling, opening, Fenestration, color, and material. We will discuss Smardon's theory, which states that features are unforgettable visual impressions formed by the presence of attractive and prominent visual elements or units (Khoerul Imam et al., 2024).

1. Privileges *plot width*: In grouped coffee shops, 1 Specialty *plot width*. This can be seen from the 2-tiered roof stacked on each other, and the door and window openings almost have the exact dimensions; this building only has one floor. At the coffee shop, group 2, Special *plot width* can be seen on roofs with the same roof shape and window model. Group 3 Specials *plot width* at the coffee shop has *the same door openings and window model*. At the coffee shop group 4 Specialties *plot, width*, You can see the 2-tiered roof stacked on top of each other, the same balcony, and repeating window models.
2. Privileges *Outline*, a coffee shop in group 1 Specialty *Outline* This can be seen in the classic roster model, the roster wall visible at the corner of the building, and the coffee shop fence. In coffee shops grouped with 2 Specialties *Outline*, It can be seen on the high wall with a simple model and almost no visible area of the 1st-floor building; apart from that, the large sign placed on the fence makes it the first appearance to recognize the coffee shop. In coffee shops with 3 Specialties *Outline*, You can see the 2nd-floor area with large window holes and striking colors. In coffee shops grouped with 4 Specialties *Outline*, This can be seen in using materials such as plastered stone, classic rosters and metal frames on the coffee shop fence, prominent window models, and tiered roof models, and don't forget the primary colors.
3. Privileges *Proportion*: In coffee shops that are grouped, one specialty proportion can be seen from the combination of the roof with door and window holes, balanced colors, and the use of classic rosters that are not excessive. Coffee shops are grouped into 2 Specialties. *Proportion* lies in the appearance of the sign, which is not too prominent and balances it with the condition of the coffee shop building. In coffee shops that are

grouped with 3 Specialties, *Proportion Overall*, the appearance of the building does not overlap with each other, both in terms of color, openings, and the body of the building itself; it is one combined to balance the proportions. In coffee shops grouped with 4 Specialties, *Proportion* is divided into 2; the 1st-floor area has been renovated with new proportions. In contrast, the 2nd floor area to the roof still maintains its old appearance with old proportions.

4. Privileges *Modeling and Ornamentation*: In coffee shops that are grouped 1 Specialty *Modeling and Ornamentation*, that is a combination of 3 different roof end models, namely 2-sided, 1-sided, and flat meeting to form a whole with a long building body showing the right balance, as well as the use of classic roof ornaments that are not excessive so that the appearance of the building is very fresh to look at. Coffee shops are grouped into 2 Specialties: *Modeling and Ornamentation*. Maintaining the old appearance and adding ornamental signs that match the old building create unique characteristics for the coffee shop. In coffee shops that are grouped with 3 Specialties *Modeling and Ornamentation*, You can see the proportions of the window model and the use of bright colors, the addition of elongated signs and bright colors as additional ornaments to make the appearance of the coffee shop stand out more. In coffee shops grouped with 4 Specialties, *Modeling and Ornamentation*, there are two areas: the 1st floor area, which has been renovated with new proportions. In contrast, the 2nd-floor area up to the roof still maintains its old appearance with old proportions, adding plasterboard, classic rosters, and metal frames as new ornaments to make the appearance more contemporary.
5. Privileges *Solid-to-void ratio*: In coffee shops that are grouped, the one specialty *solid-to-void ratio* looks like a balanced composition with characterful voids. In coffee shops grouped into 2 Specialties *Solid to void ratio*, the appearance of more voids than solid ones can be seen in the number of openings. In coffee shops grouped with 3 Specialties *Solid*, the *void ratio* seems to have a balanced composition. In coffee shops grouped with 4 Specialties *Solid to void ratio*, the appearance of more voids than solid ones can be seen in the number of openings.
6. Privileges *Opening fenestration*: In grouped coffee shops, 1 Specialty *Opening fenestration* on window and door openings with the exact alignment and rhythm between openings. In coffee shops grouped into 2 Specialties *Opening, Fenestration* on Window openings that are not the same size creates an irregular aesthetic by keeping the old opening its characteristic in coffee shops that are grouped with 3 Specialties, *Opening Fenestration* on window and door openings with rhythmic alignment between openings, with the same shape and size. In coffee shops that are grouped 4 Features *Opening fenestration*, There are two areas with character, namely the 1st-floor area with renewed openings and the 2nd-floor area which still maintains the old openings, creating an aesthetic unity.
7. Privileges *Material and color* In coffee shops that are grouped 1 Specialty *Material and color* Using contemporary materials, namely classic rosters, the use of 2 types of colors in this coffee shop creates a minimalist and modern appearance. Coffee shops are grouped into 2 Specialties: *Material and color*. They maintain the old materials without updating them, giving this coffee shop its character. Coffee shops are grouped with 3 Specialties: *Material and color*. This can be seen in canopy-finishing *aluminum composite panels (ACP)*, the newest and widely used material. The bright colors make this coffee shop stand out more. Coffee shops are grouped with four specialty *Materials and colors* using contemporary materials, namely classic rosters and metal frames; as a

fresh look for a coffee shop, the use of 2 types of colors in this coffee shop creates a minimalist and modern appearance.

From the results of the analysis above, the condition of the facade of the coffee shop building was found through the parameters used, namely (Misavan & Gultom, 2014):

- a. The Width coffee shop plot has the same overall line pattern, found through the rows of rows of doors and windows, balconies, and two-tiered roofs.
- b. The outline of the coffee shop in appearance uses classic rosters, attached stones, and metal frames on the coffee shop fence and several walls of the building, creating a minimalist and modern appearance. Apart from that, the high wall keeps the first floor covered, and the addition of the coffee shop sign creates a different character. The 2nd floor area, which was not refurbished, remains one unit, along with the 1st floor area.
- c. Proportion All buildings have the same box shape and are not much different in size. The 1st-floor area has been updated, but the 2nd-floor area retains the same appearance.
- d. Modeling and Ornamentation in the coffee shop. The specialty shown uses classic roofs and attached stone and metal frames using the same model as the facade.
- e. Solid to Void Comparison: Comparison between solid and void in the coffee shop in a balanced composition between the building soil and openings.
- f. Opening Fenestration The openings on the area facade have a rhythmic alignment pattern.
- g. The materials and colors used in the coffee shop can be seen in classic rosters, making the coffee shop more memorable than others. The use of colors that are not excessive makes the coffee shop facade fresher to look at.

Several things were also found that deviated from the character of the coffee shop building, namely:

1. Addition of facade elements that break the connection between the balcony and the building.
2. The shapes of the buildings are different and have different heights, which causes differences in their lines.
3. The different proportions are caused by the facade elements being more comprehensive than the surrounding elements.
4. Additional Ornamentation is very different from the character decoration of the area's facade.
5. The building facades look discordant due to the striking color differences.

4. CONCLUSION

The visual character of a building is essential for maintaining the image of a building. Without exception, the coffee shop is located in Jalan Angrek Raya, Makassar City, which is an Integrated Residential Area. With character, it will make it easier to recognize as a coffee shop building. From the results of the analysis that has been carried out, it can be concluded that the visual character of the facade of the coffee shop building on Jalan Angrek Raya, Makassar City, is:

- a. Clear patterns and rhythmic alignment cross the facade's openings, balconies, and roofs.
- b. Initially, the building and canopy had the same Ornamentation, namely the same pattern. The shape and size of the building are also not much different from a box shape.

- c. Coffee shops that carry out renovations look fresher and more enjoyable to visit.
- d. The coffee shop has a new appearance with a good integration between the 1st and 2nd floors. Meanwhile, the coffee shop has not undergone any updates and only added a sign to introduce the coffee shop, making the place more classic.
- e. The colors and materials used are harmonious and not significantly different, and using renewable materials with just two colors makes the facade look more modern and minimalist.

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