

The Existence of Thematic Interior Elements as Simulation that Create Shopping Experience

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Desain pusat belanja disimulasikan sedemikian rupa untuk memberikan kesan-kesan yang menyenangkan, sehingga pengunjung mempersepsikan lingkungan belanja sebagai tempat yang menarik. Elemen-elemen interior sebagai bagian dari simulasi tematik pada sebuah pusat belanja memiliki peran penting dalam keseluruhan system simulasi. Keberadaan simulasi tersebut memberikan tanda tanya, bagaimana sebuah pengkondisian tidak nyata tersebut dapat disukai pengunjung?. Penelitian ini memfokuskan pada analisa desain fisik pusat belanja sebagai sebuah simulasi dan persepsi pengunjung terhadap kondisi ini. Obyek penelitian adalah dua buah pusat belanja di Indonesia dengan mempergunakan studi kasus. Disimpulkan bahwa elemen interior adalah elemen mendasar dari sebuah simulasi yang berupa fitur dinamis dan statis. Elemen interior membentuk sistem simulasi secara spasial. Berbagai sistem simulasi membentuk sebuah gugusan simulasi yang lebih luas yaitu pusat belanja itu sendiri. Sedangkan dari persepsi pengunjung, sistem simulasi ini dipersepsikan sebagai lingkungan ideal yang dapat mendukung kemanfaatan fungsional dan eksperensial.

A shopping mall design is inseparable from the creation of simulations to evoke certain impressions or conditions so that mall goers can perceive the shopping mall as an exciting place to be. Interior elements as simulation that are based on the thematic concept of the mall also play a part in creating the configuration of the simulations. The existence of interior as a simulation system has raised the research question of how an unbecoming, inauthentic condition can be turned into spaces that are enjoyed by visitors? This research is focused on two points, the analysis on the physical condition of simulation inside the interior and visitors' perception regarding this subject. The object of study in this research is the Indonesian shopping malls, done with the case study method. It was concluded that interior elements are the smallest unit of simulation, both with dynamic and static features. These elements create a unit of spatial simulation system. Different spatial simulation generate a cluster of interlinked simulation system that creates a complete simulation, which is the shopping mall itself. On the other hand, from the visitors' perception a simulation system can be seen as the main factor that creates an ideal atmosphere, one that evokes modes of existence as well as being a complementary element in doing an activity which can create functional and experiential benefit.

Keywords: Simulation system, public space, sense of place, and shopping center.

Indonesian people as consumer society enjoy retail environment. It is even recorded that 93% of the Indonesian people consider retail environment as a recreational space, including the shopping malls. They also like to visit hypermarket twice a week (as much as 52 % of respondents as reported on *The Marketeers Magazine*, August 2012). It is no wonder that the growth of Indonesian shopping malls is continuously on the rise. In line with the fact above,

great distance between housing complexes, mostly located in urban locations, and workplaces takes a lot of time in Indonesian big cities. This, coupled with the rapidly increasing number of vehicles that is not consistent with the availability of reliable infrastructures, has caused traffic jams in various parts of the city. This in turn has made the shopping mall one of the preferred spaces for the society to cater to their multiple activities that need quick