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

AGUS SACHARI¹, ASTRID KUSUMOWIDAGDO²

¹Faculty of Art and Design, Bandung Institute of Technology, Indonesia
²Doctorate Program in Fine Arts and Design, Bandung Institute of Technology, Indonesia
E-mail: asachari@yahoo.com; astrid@ciputra.ac.id


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
space and time. The shopping mall atmosphere also supports it as the third place for meeting and relaxing (Oldenburg, 2005). Ironically, on the one hand the production of shopping mall spaces is directed at drawing profits so that like it or not the mall has turned into a greatly exploited public consumption space in order to appease the capital owners. On the other hand, all of the shopping mall’s attractive settings are actually strategies and tactics to win the heart of a certain segment. The capital owners, designers including architects and interior designers, and the mass media are collectively aware of this space production in order to create ideal images in the mind of the society.

The ideal image, shaped by a theatrical environment, creates a specific attraction. The shopping mall provides an experience as a means of marketing to attract visitor circulation. The iconic architectural shape of the shopping mall, loose thematic ornaments as well as appealing symbols all create an atmosphere that provides an exciting experience. In addition to the shopping mall environment, tenant spaces also give support by providing a comfortable ground for shopping as well as for other purposes. Creating an image by consuming atmosphere has become the current lifestyle and becoming an up to date human being is the dream of every urbanites.

The addition of various ornaments and appealing atmosphere design—often in certain parts of the shopping mall, creating miniature towns, outdoor ambience and city park with the help of impressive furniture, artworks, interior finishing, temperature and lighting schemes transform spaces inside the shopping mall into hyperreal place that might be more authentic than the original conditions, and even more ideal. Sometimes for some people, the difference between real and non-real is rather blurred. The simulation process to bring out a thematic atmosphere in the interior creates simulation that can be defined as duplicates. Simulation for thematic towns and parks containing various elements that look extremely similar with the real thing provide an atmospheric simulation.

Shopping mall as simulation system and the place for various thematic ambiences with simulation poses several questions: Is this condition a product of interior that supports the modern needs or is it merely a creation of place element that is inauthentic and unbecoming, or both; is it the answer to function as well as the pleasure of imagination? Actually how far is the implementation of simulation as one method to produce ‘space’ in the shopping mall? What is people’s perception towards a simulated mall environment?

In the topic above, the issue of simulation in simulating various themes to create the shopping mall environments becomes an interesting point in Indonesia. This research aims to further reveal the existence of simulation in their implementation in the malls as well as the existence of simulation in the mall goers’ perception within the Indonesian culture in creating a continuously fun sense of shopping mall, one that has a volatility that offers...
inventiveness at all times. To reveal this topic, below there are several theoretical background about shopping mall as the simulation system, the consumer society of Indonesian and simulation as supporting factors to the shopping mall.

In this case study there were two things to do, which are the physical examination of the shopping mall interior as creator of simulation and the finding out about visitors’ perception towards thematic area with simulation. Therefore from the two studies, a conclusion could be drawn as the answer to the research question about the implementation if interior elements that create simulation and about how the interior element as simulation give values to visitor (sense of place towards the mall environment). The existence of simulation in a mall can be concluded by putting together these two subjects: the analysis of simulation implementation in the interior and visitors’ views about the values from interior features as simulation system in shopping environment.

In the research to observe the interior area of the mall, the analysis units used to examine the research object were the simulation seen in the thematic area of the mall, which included static features (unmoving) as well as dynamic features (moving, changing and interactive). The interior spaces researched were tenant spaces, corridors, scent, air conditioning, lighting, decoration, seating area and kiosks. Data sampling for the study was done by observation in the thematic area of two Indonesian shopping malls: Paris Van Java in Bandung, West Java and Ciputra World in Surabaya, East Java.

The second phase of the research was more focused on visitors’ perception regarding the shopping malls’ thematic areas that act as simulation system. Data sampling was done through in depth interview with thirty visitors in each mall. The informants were between 25-40 years of age and in the high achievement phase of their lives (Papalia et al, 2009). They enjoy shopping mall environment with simulation. During the process, they were asked to voice their opinions regarding the mall interior that displays simulation; how an interior design can provide experiential and utilitarian benefit, which in effect evokes the feeling of joy and passion in completing the activities.

SHOPPING MALL, THE COMMODOIFIED PUBLIC SPACE AS SIMULATION SYSTEM

The presence of spaces inside the mall as a public space has been expressed in Carmona et al (2010), as quasi internal public space, which is an interior space with a public characteristic but a private ownership. The property owner of the privately owned space conducts several commodification efforts for the spaces, targeting tenants and visitors. One of the efforts to ease the commercialization process of the shopping mall’s spaces is by creating a hyper reality through atmosphere simulation. This simulation has many objectives, such as to create a comfortable ambience to conduct activities in the shopping mall and to evoke a sensation to achieve a just-noticeable different condition in the mall which will boost the differentiation factor in mall positioning in the minds of tenants and the people. This positioning comes in the form of meaningful messages perceived by a group of people.

The definition of simulation is the creation process of real forms through models that do not have the origin or reference of the reality, enabling people to make supernatural conditions, illusion and fantasy appear comfortable. In the same line of thought, simulation are duplicated conditions so that the reality is blurred. Similarly, in the simulation found in the shopping mall, the thematic conditions have various sources which, when put together and scrutinized in more detail, possess a not so deep implementation of a concept. This creation of ambience offers a spatial illusion with an unclear origin but still provides sensation. The shopping mall’s sense of place is created from an inauthentic ambience inside a superficial intentionality yet it creates connections that fit the researcher’s contexts (Kusumowidagdo, 2013). Various interior elements as simulation create a complex simulation system.

In detail, simulation itself has two meanings, which are something that looks like something else or that is made to look like something else, and a copy. Therefore simulation can mean the effort to make something appear as something else. Meanwhile, visual simulation points towards visual receptor-based simulation. In reality the shopping mall environment does not provide visual simulation only, but overall it gives simulation to all five senses objectively. The conditionings do not only come in visually-perceived interior finishing but also in the smell, lighting scheme and temperature of the place.
Umberto Eco (1991) argued that the words copy, replica, replication, imitation, likeness and reproduction are used to explain simulation. Here a hyperreality of the original condition truly happens. Eco sees the hyperreality phenomenon more as nostalgia, an element of the past, a replica and imitation that are merged into one as if they are the real thing.

Although the shopping mall appears with the look of complex simulation system, which the elements will mostly have the purpose of providing experience, in the other side still has functional aspects which act as the foundation of shopping mall space planning. In the both context of functional and experiential based interior there are several important things to be aware of, which are tenant spaces with shapes, finishing and proportion that provides a visual connectivity such as the walls of a corridor, shape and materials of a corridor, acoustic properties, lighting, air conditioning, scent, decoration and kiosks.

First, if an observer stands on one side of the corridor, tenant spaces with storefront facade configurations provides a visual influence. Store dimension, for instance, also visually gives a comfortable effect in product exploration for both visitors and tenants (Wee & Tong, 2007; Kramer, 2008) The storefront facade, shapes with colors and finishing brings out a pleasant surprise when people walk along the corridor and its proportion will ease the overall look perceived by visitors (Wee & Tong, 2007; Barr & Broudy). Colors and setting of a window display function as information provider for visitors as they initially search and try to decide which store to enter (Kusumowidagdo, 2005). They also reflect the image of the store and the products it sells (Kramer, 2008), as well as identify the type of the store (Kusumowidagdo, 2010). Store atmosphere has an influence on behavior both inside and outside a store (Kusumowidagdo, 2010).

Second, the corridor with its materials, dimension and finishing. Good materials used for the floor and ceiling finishing will also function well in terms of sustainability and its image in the minds of visitors (Kramer, 2008). Finishing also influences image of the shopping mall (Kusumowidagdo et.al, 2012b) An adequate corridor width will ease visitors in walking without bumping into each other (Wee & Tong, 2007). The height of the corridor can also affect feelings of territorialism, comfort, as well as pressure inside a room (Kusumowidagdo et.al, 2012b). A meandering corridor shape is more appealing to visitors compared to a monotonous one (Wee & Tong, 2007).

The place should not only have tangible interior features but also good acoustic, which include music and information relaying facilities. Good acoustic minimizes sound transmission through air and building structure to other parts of the shopping mall (Yalch & Spangenberg, 1990) Music can also influence visitors as a mediator in terms of shoppers’ age (Milliman, 1996; Smith & Curnow, 1960), rhythm of music (Herrington & Capella, 1996), volume of music (Wee & Tong, 2007), and preference of music (Kusumowidagdo et.al, 2012a) Lighting scheme might consist of artificial or natural lighting although natural lighting is more commonly found. Vibrant, fun and dynamic lighting arrangement is frequently found in Asian shopping centers (Wee & Tong, 2007) Lighting provides a theatrical element to the place, accelerates sales, directs visitors and minimizes visual weakness that results from structural conditions inside the place. It also brings out a sense of comfort for visitors and sales people (Kusumowidagdo et.al, 2012b) as well as affects behavior (Kusumowidagdo et.al, 2012c; Areni & Kim, 1994)

Several other elements include scent, signage, seating area, decoration, aeration and kiosk. Scent influences visitors (Mitchell et All, 1995), while signage provides clarity in showing direction (Wee & Tong, 2007) Seating area offers a comfortable place for visitors to rest (Kusumowidagdoet.all, 2012b). Decoration enlivens the ambience and lifts up visitors’ mood as well as shows competence and expectation (Tabak et.all, 2011; Kusumowidagdo et. all, 2012c; Ward et.all, 1992). Air conditioning is important to ensure comfort for visitors (Kramer, 2008). And last, kiosks or retail carts help create a creative and dynamic atmosphere as they usually sell interesting, colorful and seasonal items (Wee & Tong, 2007). These various interior elements will be functioned as a medium to create thematic places with theatrical effect as simulation system.
THE INDONESIAN CONSUMER SOCIETY

The formation of consumer society is also affected by the mass media and global capitalism that always distribute symbols (Baudrillard, 2006). People are not merely bound by certain morality and traditions that they hold fast onto. At the moment they are entering a new culture, a culture that sees their existence based on how much they consume for having and added value to their personal identity.

Regarding the personal identity of the consumer society, Belk explains that the consumer society has an attachment to possessions because our fragile sense of self needs support and this we get by having and possessing things, and because to a large degree we are what we have and possess (Belk, 1988). The possession of other things is called the extended self and can come in the form of body part psychological or intra-organismic process, personal identifying and attributes, possession and attributes, abstract ideas, other people, objects within close physical environment as well as distant physical environment. In relation to the shopping mall environment, this environment provides a sense of self from the reflection of its atmosphere, products available and products consumed, as well as from the social environment. Therefore, this can make someone feel like they have achieved their modes of existence. The pleasure of being in a shopping mall environment is something that sticks to our identity. This becomes a social identity that establishes a person’s place as part of an ideal society.

Therefore it can be concluded that the culture of visiting a shopping mall is one of the modes of existence of society. The presence of shopping mall as simulacrum with various simulation elements provides some people with lifestyle, an extension of the extended self that supports someone’s existence in the eyes of society because visiting a shopping mall with an ideal situation and boasting about a recent branded purchase are all signs of a certain lifestyle. The same thing can be said about the Indonesian middle-upper class people who use the shopping mall as part of their lifestyle.

In contrast, there is a connectedness in a visit to the shopping mall not only because of the existence of the Indonesian consumer society found in malls with its extended-self factor. In fact, several social conditions in Indonesia also boost the use of spaces inside the mall as social spaces. The location of sub-urban housing complexes which is quite far from the workplace, coupled with time-consuming transportation means, has prompted workers, especially middle-class employees, to pick the mall as one of the spots for conducting activities between their homes and the offices.

Another reason is the social nature of the local people which leads to the new modern culture of gathering friends, families and communities in the shopping mall. The diminishing communal spaces inside modern housing compounds as well as the hectic activities that need to be done have prompted people to move their activities to the shopping mall, although still adhering to the traditional value of togetherness. Similarly, as stated by Abaza (2001) that the current shopping mall has become more than a transactional place but also a new social realm. Spaces inside the shopping mall, such as the mall’s public space, atrium, food court and corridors, as well as tenant spaces, cafés and restaurants, are deemed fit to accommodate these needs. This way, simulation elements are considered as space to provide exciting experience for activities with families, friends and communities.
The Value Derived From Shopping Experience (Source: Fiore and Ogle, 2000).

Thus said, a simulation composition creates a fantasized realm but still within its function. The shopping mall that works as experiential media that provides experiential benefit and also at the same time as functional media that provides functional benefit might be something that is perceived by mall goers as fun and exciting. This topic will be further addressed in this research.

**RESULT AND DISCUSSION**

**The Study 1. The Analysis of Interior Elements of Paris Van Java Bandung, West Java, Indonesia and Ciputra World Surabaya**

In the first study, the interior elements will be observed to conclude the role of those elements in construct the system of simulation both in Paris Van Java Shopping Centre, Bandung and Ciputra World Shopping Centre, Surabaya.

The first case, Paris Van Java is a shopping mall in Bandung with a resort concept, giving visitors the...
feeling of being inside a garden when they are inside the mall. Unlike other malls, Paris Van Java does not have an atrium. Its plaza is not too large but because of the unique sense of place thanks to its interior design, the shopping mall enjoys a reputation as one of Bandung’s icons. Location for the research was limited to the first floor of the shopping mall, with two main corridors and a plaza located on the resort floor. Paris Van Java has a total of three floors, done in split level because of the contoured condition of the site. The simulation here are formed in tenant spaces as well as in the conditioning of the corridors. The developed space is the interior that has the appearance of an outdoor space so visitors feel like being in the open-air.

In the tenant spaces, the dimension of the stores ranges from three to six meters with the height of the main corridor measuring six meters while the additional corridor has a height of five meters. The proportion enables tenants to freely arrange their storefront. Each storefront has a different look, emulating the façade of a 2-storey house. The facade walls are developed using various canopies, windows and even stairs to reach the top floor, although the second floor is really a visual illusion of the façade height. Colors and styles of each house vary, indicated by the visual disintegration of the overlapping fashions of the house, although they still maintain a harmony of colors. The facade height on the right and left sides of the corridors manages to provide a shelter for the corridors although they have semi-open roofs. The window displays also offer an interesting setting to entice visitors. The simulation seen in the tenant area mostly use manual simulation, meaning replica of a static atmosphere.

Picture 8 (above). The main corridor with the skylight and picture 9 (below). The doves in the cages at the middle of the main corridor (Source: private documentation).

The corridor width in front of the store area measures 1.2 meter while the kiosk area is flanked by two corridors measuring three meters each. Between the kiosks are pigeons and real plants, helping to provide a lush environment. There also plants swaying, blown by natural breeze as the shopping mall does not use air conditioning for most of its rooms. Without air conditioning, the cool Bandung air provides a certain charm for the shopping mall. Floor finishing with natural stones and wood offers a natural texture sensation beneath every visitor’s steps. With a glass ceiling combined with tents, people inside can clearly see the outdoor weather. During the day, the place is warmly flooded with sunlight, providing natural illumination, while at nighttime it is dark. Similar to the tenant spaces, the kind of simulation used is static simulation. Here
the birds become a dynamic simulation element as they are allowed to roam freely inside an open cage. In conclusion, Paris Van Java offers a resort concept, allowing visitors to feel they are standing amidst a lush garden.

The plaza area is an exhibition space which visitors always eagerly await to see because it is always packed with surprises. During a harvest theme, hundreds bunches of real paddy are on display while a Valentine theme sees the area turning into a flower garden.

In conclusion, along the area of the main corridors with their semi outdoor interior, static simulation can be seen in the architecture and interior looks while dynamic simulation are visible in the lighting arrangement. In constructing simulacrum, mall management combines natural elements having dynamic characteristic with static simulation elements; natural elements here include real plants, flying pigeons, flowers and natural breeze while examples of inauthentic elements are style and ambiance of the rooms that can be achieved with a simulation system that is implemented in the architecture and interior.

The second case, Ciputra World is a shopping mall located in Surabaya, West Java, Indonesia. With a total of seven floors, it boasts a modern interior concept with white as the main color. Only in its V-walk area (a thematic space) the mall presents something iconic, a simulation and a piled up theme. This area functions as a surprise for the overall composition of the mall as simulacrum. Therefore it can be considered that the thematic area displays a theme that is far removed from the rest of the mall. Basically V-walk is an area for dining with tenants consisting of various well-known restaurants. The whole area is three meter in length and the corridors have a width between three to six meters. The V-walk area aims to present the outdoor scene with three main themes: peranakan (Indonesian Chinese housing style), colonial and pop art, resulting in the area having iconic representations of these three themes.

Fitting the peranakan theme, the icon comes in the shape of a red gate, the front area of the restaurants depicting typical Peranakan architecture, terracotta statues and paper lanterns. Along the corridor, the floor is made of textured con-blocks, creating the feeling of being on a street flanked with ‘architecture’ on the right and left. Tenant spaces are allowed to flow into the outer area. The walls of these spaces further portray the peranakan style, a mix of colonial and Chinese styles with red as accent in several places.
All of the interior elements are simulation of street features commonly found in Chinatown, depicting typical Chinese architecture, interior and decoration mixed with colonial style—a look that can be seen in various parts of Java, Indonesia. But frequently we can see that decorations and ornaments used intersperse with other styles, meaning the peranakan style is a simulacrum system, not something created in an authentic fashion.

Along the corridor, artificial trees are draped around columns to provide a natural feel. Between the trees are furniture pieces in the form of park benches. The kiosks do not feature a certain design as tenants can freely choose the style they want. The only restriction made by shopping mall management is regarding size. Artificial aeration is used throughout with a temperature of 24 degree Celcius. The temperature is comfortable for visitors, especially for Surabaya which normally has a temperature of 33-38 degree Celcius. For illumination, artificial lighting arrangement is used to portray a dim, nighttime ambience. The simulation at play here is static simulation.

Reinforcing the European theme, icons are visible at the front of the restaurant depicting a water fountain, artworks and street furniture. The floor along the corridor is textured and tenant walls display a replica of European architecture style. White is still the dominant color here although some tenants display their brand colors. Similar to the Peranakan area, this area has several seating areas located between columns decorated with trees. Lighting is dimmed to emulate the nighttime. The floor finishing appears different with textured tiles that provide certain sensation underneath every step. In the corridor, the exposed ceiling displays dark finishing. All of the interior elements are static simulation except for several features such as real plants and a water fountain located in a corner that comes alive with the trickling sound of water. Its façade elements mostly take after the colonial architecture brought along by the Dutch as they colonialized Indonesia for almost three hundred and fifty years. But the ornaments used here are sometimes not as authentic as the real thing, some portraying classical Greek and Roman styles instead.
Meanwhile, the pop art-inspired rotunda area displays bright colors and plastic shapes. The area is used as a live show stage during the week end. Because of its limited size, the area does not have too many tenants surrounding it. Furniture pieces include a purple, uniquely designed chair with chandelier above it as decoration. Lighting is considerably brighter compared to the other two areas.

In conclusion, there are three simulation points in the interior design of V-walk thematic area which are overlapping and not rooted in the real tradition style. The simulation formed here are mostly static simulation, except the fountain with the real water that stimulate auditori sensation. The overlapping style, the fake features and all the conditioned situation creating a surprised, novel, and environment. This goals of this condition that are built carefully is to make a ‘just noticeable different’/ sensation to visitors.


The presence of simulation as explained above actually exists and is perceived well by the Indonesian people. From the interview process we can see the experiential and functional benefit of the mall environment with simulation. The physical appearance of the interior can provide these benefit, as explained below.

First, in Paris Van Java, Bandung. The shapes, formations and finishing of interior elements including accessories, decorations and other elements like lighting and air control have an influence over mental and psychological condition for their restorative function.

For experiential based benefit, especially sensory quality based benefit, achieving the feeling of sensual pleasure and beauty comes from the shape, proportion and finishing of the storefront, floor finishing, corridor proportion, kiosks and ceiling material that combines glass and fabrics, which let natural breeze penetrate into the shopping mall, giving visitors a singular shopping experience with natural lighting and decoration. All of these supply an element of novelty, surprise and mystery for visitors.

Each building has a different theme, and that’s where the surprise lies. I never feel bored here, especially with a plaza area that is decorated with thematic ornaments. There were natural flowers during the flower garden theme and also tens of real crocodiles when the mall had a crocodile farm theme. In addition, everyday pigeons roam freely in the area inside their open cage. And I can always feel the natural breeze as I walk around (Grace, designer, 28, Bandung).

In terms of quality based benefit, the achievement of aroused emotion and creative expression also comes from the physical aspect such as the combination of natural and modern finishing, a contrasting look of the modern outside world against the resort-like shopping environment, and also the chance to enjoy the surroundings along the corridor underneath a glass ceiling without being hindered by the piercing rays of the sun or the falling rain. To summarize, there is a feeling of restored soul from the aroused emotion of the shopping mall’s interior elements.

Whenever I come here I always feel pleased, any fatigue I might feel after a hectic day at work seems to dissipate. Compared to the stiff atmosphere of the office, the ambience here is natural and it evokes a back to nature spirit (Siska, doctor, 26, Bandung).

Here it seems like we are being inside a natural environment. This is apparent from the overall ambience with stones and timber as well as plants. The heavy texture of stones combined with the lightness of timber creates a special sensation under my feet. At night the lighting is also very conducive (Bing, english teacher, 33, Bandung).

In terms of symbol based benefit, especially sensory quality based benefit, the achievement of identity actualization, alternative cognitive and cognitive
challenge comes from the interior element in this corridor.

The facade appearance truly supports the products; everything looks elegant including local products which appear presentable because of the decent store environment. Being here feels like being a part of the modern lifestyle (Steve, marketing director, 34, Bandung).

In terms of utilitarian benefit, especially sensory quality based benefit, the achievement of physical comfort, protection and safety, quality and efficiency appears from its physical condition.

Different from other malls, this mall is not too complex. Exploring the parts can be done at a leisure pace, and it is easy to find the stores we like (Lydia, manager, 26, Bandung).

The vast corridors make for a pleasant walk. We never feel crowded here.

The products on offer appear valuable, the value of the products can be judged from the interior of the stores and the mall in general (Hindriyani, manager, 30, Bandung).

In terms of expressive quality based benefit, the elevated emotion can be shown in the relieving stress facility of visitors.

By visiting the shopping mall I can hang out with my friends while enjoying the charming environment, architecture and interior (Hindriyani, manager, 30, Bandung).

In terms of symbolic quality based benefit that provides self-acceptance, status and social acceptance, it is shown in the physical condition that provides the chance for self-actualization, places that cater to social gatherings and the chance to learn about something.

There is a sense of curiosity when I walk past the corridor, the window display is a means of finding out more information about the products on sale in the store. The same can be said about the open kiosks or exhibition booths advertising something new (Nuke, housewife, 28, Bandung).

I usually come here alone or with friends, walking around the shopping mall is very comfortable and there is always something new to be talked about among my friends (Ritria, veterinarian, 29, Bandung).

The second case, Ciputra World Shopping Centre Surabaya. The shapes, formations and finishing of interior elements including accessories, decorations and other elements like lighting and air control have an influence over mental and psychological condition for their restorative function.

In terms of experiential based benefit, especially sensory quality based benefit, achieving the feeling of sensual pleasure and beauty comes from the shape, form and finishing of interior surface, decoration and dramatic lighting.

In several parts the best floors are made of marbles and granites; the ceiling also looks attractive. The main entrance’s lighting accessories comes in the form of a stately chandelier which appeals to visitors (Surya, interior designer, 23, Surabaya).

The most interesting floor is the V-walk area with its dark ambience, chosen to emulate the nighttime. The park-inspired decorations add to the charm of the area (Willy, entrepreneur, 24, Surabaya).

In terms of quality based benefit, the achievement of aroused emotion and creative expression also comes from the physical aspect.

A favorite area is the V-walk. Between columns clad in vegetation are comfortable benches for sitting leisurely. The dark ambience, like walking in the night garden (Melisa, entrepreneur, 24, Surabaya).

In the symbol based benefit, especially sensory quality based benefit, the achievement of identity actualization, alternative cognitive and cognitive challenge comes from the interior element in this corridor.

The stores are branded. Purchasing something while enjoying a cup of coffee here looks cool (Andreas, doctor, 35, Surabaya).

In terms of utilitarian benefit, especially sensory quality based benefit, the achievement of physical comfort, protection and safety, quality and efficiency appears from its physical condition.

The retailers’ interior features a variety of designs and thus far from boring. The interesting point of the interior layout is the grouping of the stores, which is very helpful in finding a particular item (Melissa, retail owner, 22, Surabaya).
<table>
<thead>
<tr>
<th>Value From Shopping Experience</th>
<th>Interior Element As Simulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Paris Van Java Bandung Theme: Resort Lifestyle</td>
</tr>
</tbody>
</table>

### Experiential Benefit

| Sensory Quality Based Benefit (Sensual Pleasure and Beauty) | Façade style, materials Sensation of city-like corridor Various colors Thematic decoration during events Natural aeration Natural smell Natural and artificial | Shapes of façade and tenants Granite and other materials that look elegant Floor texture Artworks Lighting |
| Expressive Quality Based Benefit (Aroused emotion, creative expression) | Scale and proportion Natural and artificial lighting Music Shapes Colors | Lighting emulating nighttime Music Space between tenant and café/alfresco cafe Smell of food, smell of conditioned odor |
| Symbolic Quality Based Benefit (Identity, alternative existence, cognitive challenge) | Music Decoration Façade | Colors Difference between brightness and darkness A controlled open space territoriality Tenant appearance Territory |

### Utilitarian Benefit

| Sensory Quality Based Benefit (Physical Comfort, Protection and Quality, Sexual Attractiveness) | Multiple dimension, fulfilled minimal function A balance of searching cost and perception of product value with the available facade | Seating area in the corridor provides resting function Temperature Convenience in finding a store because of clear zoning and grouping Signage provides clear direction, increasing time efficiency and minimizing searching cost Width of the corridor Comfortable temperature Separate zones based on type of food |
| Expressive Based Benefit (Elevated Emotion) | A sense of relieving stress from the height and a spacious feel because of the height | Temperature Music Lighting |
| Symbolic Quality Based Benefit (Self-acceptance, status, social acceptance, affiliation knowledge) | Featurea of store interior and the whole simulation | Seating area outdoor Seating area cafe |
I do my activities in various places, not only in V-walk area. While meeting several clients at the same time I can finish my work here. The ambience gives me a comfortable feeling (Jie, entrepreneur, 36, Surabaya).

In terms of expressive quality benefit, the elevated emotion can be shown in the relieving stress facility of visitors.

This is certainly a good place to meet friends; it’s freer especially if the living room in the house is rather small, or worse, when there is no living room in the house. The comfortable environment lifts up the mood (Betty, sales, 28, Surabaya).

In terms of symbolic quality based benefit that provides self-acceptance, status and social acceptance, it is shown in the physical condition that provides the chance for self-actualization, places that cater to social gatherings and the chance to learn about something.

The overall ambience is very interesting, the architectural and interior shapes are different from other malls. Here it shows off more lifestyle. And then there are the events. Actually this is not exactly my personal lifestyle but I when my friends come here I tag along (Margareth, university student, 22, Surabaya).

From the comparison of the two mall, in the table below we can see the relationship between simulation which is composed into thematic spaces.

**CONCLUSION**

The research discussion above brings out conclusions for these three points: the application of simulation in a shopping mall, how the people perceive thematic areas as a simulacrum and the critical reflection about the existence of simulation in Indonesian shopping centers.

First, to answer the first question of the research, the theme that wants to be achieved inside a mall influences the interior elements as the needed simulation. A group of simulation will create a theme as a whole simulacrum. The wholeness of a theme is not authentic because inspirations from the thematic source can be iconic and overlapping. In the interior of a shopping mall, it is found that the applied simulation are at manual and dynamic level.

In the first case, Paris Van Java mall that applies a resort lifestyle theme, the theme represents a whole simulacrum system by combining inauthentic simulation elements and natural elements to create the system. In the second case, Ciputra World mall that applies three themes to simulate a recreational fantasy area, the three areas are placed together in the V-walk zone and are representative of their own simulacrum: simulacrum of peranakan (Indonesian Chinese housing) ambience, simulacrum of colonial ambience and simulacrum of pop art ambience. It can be concluded that the V-walk zone with its three themes presents manual simulation. Only a small part appears dynamic such as the fountain, lighting and decorations for certain events.

Second, the Indonesian people with their unique character that puts forward family value, togetherness and modernity accept shopping centers with simulation area as something that provides functional and experiential benefit and they feel like they can achieve something from the features of interior elements and ambience that are shaped as functional and experiential values of a shopping environment. Simulation can become the background or the foreground of an activity inside a shopping center.

Going back to the topic of unbecoming, is the simulation composition in a mall turning into something unbecoming? Its existence as something fake is indeed unbecoming, but there are many ways and solutions to prevent the fake composition from being applied. Also, its existence is inevitable in the modern society as various social conditions have prompted people to do their activities inside shopping centers and use them as functional and experiential media. These conditions include the distance to work from their houses in the suburban areas, the diminishing of land for housing compounds, especially communal areas, the rapid advancement of technology, the use of vehicles and the pressure of having to finish everything quickly. They have turned shopping centers as a practical solution to solve these problems. For visitors, thematic areas and their elements as a simulacrum offer an exciting oasis amidst the hectic pace of work and various burdens of life.
REFERENCES


