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Interior Design
of Café-Resto at Ruko Pasar Segar, Makassar, South Sulawesi

Following the advances of the world, the economy of Indonesia steadily increases. The economic increase mainly comes from metropolitan cities in Indonesia. One of those cities which has got an achievement in economic area is Makassar. Makassar is a city with the highest rate of economic growth in Indonesia, which is over 9% of annual value. This significant economic growth leads to the increase of commercial industries in Makassar, which is ranged from the small-scale unit to the big one. One of the commercial industries in Makassar which contributes significantly to the economic growth of Makassar is the industry of hospitality, such as restaurants, cafés, hotels, etc.

Most of the business of upper-classed restaurants and cafés in Makassar are franchised business from outside of Makassar. But as Makassar advances in economy, business of upper-classed local restaurants and cafés in Makassar is starting to pop out. One of them is a café-resto at Ruko Pasar Segar complex, which is located at Panakukkang district, Makassar. Panakukkang is a district city with the most dense commercial industries in Makassar, and it has given business opportunity to the café-resto at Ruko Pasar Segar.

The café-resto is a merge of 2 businesses with separated management, which are Bugis Café and Bǎo Xiāng (宝香) Chinese Restaurant. Bugis Café offers traditional Makassar food and cake, while Bǎo Xiāng (宝香) Chinese Restaurant offers halal Chinese food.

Bugis is a typical local culture of South Sulawesi. The interior design of Bugis Café adapts the cultural, social, aesthetic and philosophical values of Bugis culture. The interior enclosure form of Bugis Café is taken from the typical Bugis art, lippa or sarong which is very rich of patterns and motifs. Each pattern of lippa has different meaning and function, forming Bugis societal system. The richness in philosophy, functions, patterns and motifs of the lippa is reflected on the interior elements of Bugis Café.

Similar to Bugis Café, Bǎo Xiāng Chinese Restaurant applies cultural motif which also has societal functionality. Bǎo Xiāng (宝香) or “Precious Lotus” is a lotus motif with 8 petals, usually accompanied with a white pearl between the petals. Bǎo Xiāng flower was a popular motif in Tang Dynasty (6-9th Century AD), which symbolized wealth and prosperity of the people at that time. The application of Bǎo Xiāng flower motif in the restaurant matches with the potential market of the restaurant, the upper-economy class people.
Application of motifs as interior elements of the café-resto at ruko Pasar Segar gives it philosophical, cultural and functional values, which in-turn become the selling point of this café-resto.

Keywords: bugis, baoxiang, cafe, restaurant, interior