

APPLICATION OF ECLECTIC STYLE IN THE INTERIOR DESIGN OF ZOZO GARDEN CAFE, BANDAR LAMPUNG

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ABSTRACT (*Arial 11, Bold, spasi 1*)

The growing popularity of cafes in Bandar Lampung is driven by the interest of young people who enjoy spending time in these venues. The lifestyle in Bandar Lampung has turned cafes into more than just dining spaces; they have become social and co-working environments. Zozo Garden Cafe distinguishes itself through its eclectic interior design, setting it apart from other cafes. This study explores the decor of the cafe, focusing on space-forming, space-supporting, and space-filling elements. The research uses a qualitative descriptive method with an exploratory approach, observing and analyzing the cafe's interior through visual observation. The findings show that Zozo Garden Cafe successfully implements an interior style that balances sociability, ambiance, and intimacy. The dynamic combination of space-forming, supporting, and filling components creates an appealing design for those who appreciate aesthetic interiors. The cafe's uniqueness is highlighted by varied wall ornaments, textured and patterned floors, vintage windows, mixed-material ceilings, and distinct color schemes in every corner.

INTRODUCTION

The growth of the cafe business in Bandar Lampung shows high numbers so that almost every area of Bandar Lampung can be found a cafe. The cafe's rapid growth is due to the increased interest from teenagers in Bandar Lampung who like hanging out with their friends. The lifestyle that exists in the people of Bandar Lampung who use cafes is not only to enjoy food but also as a place to socialize and do assignments thematic (Audrey et al., 2020). Today's cafes must be able to follow visitors' tastes and present innovative concepts remote (Trisna et al., 2022). Cafe owners compete for customers with various ideas by creating a unique and pleasant atmosphere in a cafe with an attractive interior design (Satria et al., 2021). The design and concept of the building are made different from the others to attract buyers because there are many competitors in Bandar Lampung. Therefore, the interior design of the cafe plays a vital role in giving the impression or atmosphere that the cafe gets (Kusumawati & Nugrahaini, 2021). Cafes are profitable if they can be packaged with different concepts and ideas according to market developments (Yusuf & Aji, 2022). In general, the concept used in cafes in Bandar Lampung is industrialist and minimalist, so many teenagers are bored because every time they go to a cafe in Bandar Lampung, they encounter that kind of impression and atmosphere. A different cafe atmosphere by giving uniqueness to the facade and interior design will attract consumers (Panjaitan, 2021).

Different concepts of cafe designs are usually more in demand by visitors because there is a different atmosphere found by visitors (Rooroh et al., 2020). one example of a cafe design that gives a different feel is a cafe that applies an eclectic style. The eclectic style in the cafe's interior is more prominent and attractive than the usual concept because this creates a uniquely pleasant atmosphere. After all, interior design is a crucial factor for teenagers visiting the café (Verlista et al., 2021). In Bandar Lampung itself, a few cafes still use this concept. The cafe's interior with an eclectic style gives the feel of a diverse space because the eclectic style is a combination of two or more styles combined in one unique and new design (Tanoko, 2013). The eclectic style is an architectural style that emerged in the 19th and 20th centuries by combining historical elements to create a new and original design (Jonatan & Sondang, 2021). According to Florenza and Fauzy (2018), the eclectic style arises because of a mixture of architectural styles from various eras that merge into a new design. The use of an eclectic style in interior design is a unique thing to be explored with space management which gives the cafe a warm atmosphere and provides comfort for visitors (Maximillian et al., 2022). The eclectic style will provide a different space experience because of visitors' new experiences (Prastyo & Indrawati, 2021). A cafe is said to be successful if it can make visitors feel at home and revisit the cafe (Hadiansyah

& Ramadhani, 2021). The fundamental elements that make up interior design include geometric shapes, shapes, colors, patterns, and textures (Dhillon et al., 2019). Chesne and Ioannidis (2024) indicate that public perceptions of eclecticism are largely positive regarding its application. Eclecticism can also be harmoniously integrated into traditional houses with contemporary conditions (Aziz et al., 2023). The eclectic style encompasses key attributes such as decoration, symbolism, innovation, elitism, historicity, and pluralism (Cheng & Neisch, 2023).

Zozo Garden Cafe is a cafe in Bandar Lampung that applies an eclectic style where this design style is applied to the cafe's interior so that it gives a different impression from the others. Zozo Garden Cafe is relatively new in Bandar Lampung, so the presence of this cafe with an eclectic style can make this cafe always visited by visitors. The eclectic style applied to the interior design of Zozo Garden Cafe is unique. There is a mix of industrial, vintage, traditional, and modern styles in it which are wrapped into a single design unit that still looks harmonious, harmonious, and harmonious. The eclectic style that combines many styles is unique and different from meeting the needs of cafes that provide comfort and unique appeal to visitors (Enab, 2018). Based on the existing background, the problem to be analyzed is how to apply an eclectic style to Zozo Garden Café with a combination of many design styles but still provide a harmonious atmosphere.

This Qualitative research with an exploratory approach aims to obtain information and perspectives on interior or interior design by applying an eclectic style where the eclectic style itself combines many architectural styles wrapped into a single design unit that is new and original and provides its own uniqueness. This research is expected to be a reference in designing cafes with different and unique nuances.

METHODS

This study uses a descriptive qualitative research method with a field exploration approach. Descriptive qualitative research was chosen so that it can be known in detail about the visual nuances that appear on the interior elements of the cafe with data obtained from sources in the field, then analyzed with literature studies related to interior design. The first stage of this research was to look for phenomena that developed in the community related to cafe interiors. The second stage was determining issues that could be used as research material. The third stage is to determine the appropriate title for systematic research. The fourth stage is to collect data through literature studies and field observations. The fifth stage is to conduct an analysis related to findings in the field according to related literature. Zozo Garden Cafe is located on Jl. Arif Rahman Hakim No.49, Jagabaya III, Kec. Sukabumi, City of Bandar Lampung, Lampung.



Figure 1. Zozo Garden Cafe Location Map
(Source: Author documentation, 2024)

RESULTS AND DISCUSSIONS

Space Supporting Elements

1. Form

Square geometric shapes dominate the interior with a wide enough scale of furniture, such as tables, chairs, windows, and large doors. Lines that are long and wide visually make a space feel expansive to form the visual character of a line depending on everyone's perception.



Figure 2. Zozo Garden Indoor Interior
(Source: Author's documentation, 2024)

2. Shape

Based on the figure, dynamic lines predominate in the form of the building facade to give an aesthetic impression of the facade of the building. Meanwhile, the curved lines in the wall area on the 2nd floor and indoor stairs use lighting from lamps that give a different and unique impression. The dynamic forms in the Secondary facade of the cafe and the Indoor area form patterns that can express unique movements.



Figure 3. The shape of the Zozo Garden
(Source: Author documentation, 2024)

3. Color

The colors applied to the cafe are tropical colors, such as in the semi-outdoor area using warm colors on walls made of natural stone. Terracotta color on the floor combined with red and green furniture. Selection of the type of lamp is also essential for rooms with bright color accents.



Figure 4. Semi Outdoor Area
(Source: Author documentation, 2024)

The colors of the cafe shows the warm nuance. The light uses white or light yellow the color. The wall color will stand out and become the room's primary focus. Apart from using warm colors, the indoor area of this café applies a vintage green color to the walls. The choice of these tropical colors can make the room's mood more relaxed, relaxed and reassuring. Visitors who want to relax or need a high focus on doing tasks can choose this room to get relaxed vibes.



Figure 5. Indoor Areas
(Source: Author documentation, 2024)

The selection of the vintage green color on the main wall is also combined with the selection of wooden furniture on the tables and chairs with artificial plant decorations, which give a more neutral impression. This color combination balances the color play in the room because the vintage green color will make the room heavier and gloomy when used monotonously. Using a roaster wall in a semi-outdoor area on one wall also makes a point of interest in a room. Visitors are invited to focus on one direction, which is also combined with the form of furniture and wall ornaments that support the function of the wall as a background to take Instagram-able spots.



Figure 6. Semi-outdoor roasters
(Source: Author documentation, 2024)

4. Pattern

Applying patterns on the secondary skin cafe creates dynamics on the building facade. The pattern on this secondary skin café uses wood material. The use of wood materials can give an aesthetic impression to a building. Using secondary skin in a building also influences lighting, good ventilation, and visitor visuals. This secondary skin blocks incoming light, so visitors do not feel hot and dazzled by the sun. Secondary skin has a function to minimize the sunshine, so the room temperature is not hot and remains calm. The placement of this Secondary Skin also gives an impression that can attract visitors' attention to Zozo Garden Cafe.



Figure 7. Secondary Skin
(Source: Author documentation, 2024)

5. Texture

At night the lighting starts to decrease, affecting our perception of texture. The subtlety of the texture can make it shiny and reflect light, as in the indoor cafe staircase area, it looks sharp and attracts attention.

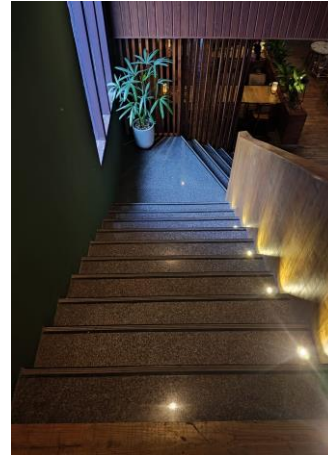


Figure 8. Indoor Stairs
(Source: Author documentation, 2024)

Dominated by a deep black hue, the toilet exudes a mysterious yet elegant feel. The wall's texture, resembling weathered wood, further reinforces the vintage impression. The spotlight's beam falling on the wall's surface creates intriguing shadows, as if telling stories of the past. A vintage vibe is strongly felt in this toilet. The dull, dark brown walls, combined with engraved geometric patterns, create a classic and luxurious impression. The warm light from the LED strip encircling the mirror provides an intimate and calming feel.



Figure 9. Wall Ornaments
(Source: Author documentation, 2024)

Space Forming Elements

1. Floor

The selection of the type of material and its processing of the floor elements is considered good

enough. The indoor area uses parquet floor covering to make a natural effect. Semi-outdoor area uses terracotta ceramic and concrete material. Even the outdoor area uses ceramic with wood motifs. The use of the material chosen as the floor element is considered aesthetically suitable when applied to the modern tropical concept of Zozo Garden both in terms of color, suitability with the theme, and the visual effects generated in space.

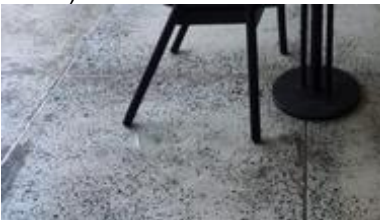
a blend of lines that seem harmonious as an indoor area is suitable for use. The use of wood with a glossy finish makes the wood grain and natural wood still visible, which Gives a harmonious and warm feel.



a) Semi Outdoor Ceramic Terracotta Floor



b) Indoor wooden floors



c) Semi outdoor concrete floor



d) Outdoor wood floors

Figure 10. Types of floors
(Source: Author documentation, 2024)

2. Walls

The selection of the type of material and its processing of the wall elements is considered very good. In its implementation, Zozo Garden Café uses natural stone wall material in the semi-outdoor area to create an aesthetic impression. It uses brick with a vintage green paint finish on the indoor walls, an aesthetic element in the form of a roaster dividing walls with artificial plants. The wood material is also applied in the door and window, making the room's nuance unique. The use of walls made of wood with



a) Semi Outdoor Natural Stone Wall



b) Indoor brick wall with color paint finish



c) Indoor Wooden Windows



d) Café Wood Walls

Figure 11. Types of walls

(Source: Author documentation, 2024)

3. Ceiling

This cafe uses wood panel (actual ceiling) ceiling material. Artificial lighting on the ceiling of this café uses a type of LED lamp with a warm light color as general lighting. On several sides of the room also added a pendant lamp in the form of a round garden lamp. The role of the implementation of the ceiling material on the comfort factor in Zozo Garden is influential because it helps to form a visual space and a warm atmosphere



Figure 12. Zozo Garden Ceiling
(Source: Author documentation, 2024)

Space Filling Elements

1. Furniture and Ornaments

The types of furniture, ornaments, and materials in Zozo Garden Café are considered very good. This cafe uses wood materials with a natural finish to be used in almost all furniture designs in each area. The selection of furniture and some details is adjusted to the tropical color vibes, which tend to highlight some wood colors with light tones and rattan/woven furniture details. The use of mirrors also serves as an ornament. Mirrors give the impression of a large room. Rectangular models of the mirror add a relaxed impression to the room. To strengthen the tropical impression, the outside atmosphere of the building can be used as an outdoor seating area with a choice of chill-inspired furniture. In the semi-outdoor section, there are vintage-style wall paintings. The use of colored furniture produced from natural wood elements produces a natural impression. The types of ornaments that are in Zozo garden Cafe are mostly artificial plants hanging or in pots. The indoor section uses wooden cupboard furniture to place plants, photos, and space ornaments. The selection of room ornaments uses neutral colors such as white/light brown. It can be seen in the selection of white-on-light-brown curve lamps, photo frames, potted plants, and light-brown furniture. Implementing furniture and ornaments is one of the essential things in filling the space with a mix of various existing styles. Various and unique furniture makes the atmosphere of the room not dull. The color play on the chairs and tables makes the room's color scheme harmonious. The combination of geometric shapes in furniture, ranging

from round to square shapes, makes the room come alive, and visitors have many spots to suit their tastes.



a) Vintage Semi Outdoor Painting



b) Floor Furniture and Ornaments 2



c) 1st floor furniture



d) Semi-outdoor ornaments



e) the use of round mirrors in the toilet area

Figure 13. Zozo Garden furniture and ornaments
(Source: Author documentation, 2024)

CONCLUSIONS

The conclusion reached suggests that the Zozo Garden Cafe has successfully incorporated interior elements that are consistent with its theme, thereby ensuring that its patrons are comfortable and satisfied. The interior design is considerably improved by a variety of components, including furniture, ornamentation, color, material, shape, and texture. The eclectic style is the most prevalent among these components. Zozo Garden Cafe is able to secure a greater number of sponsorship agreements than any other restaurant due to its authentic representation of a bohemian style, which is a harmonious blend of visually captivating and striking comfort. Not only does the design contribute to the visual appeal, but it also provides exceptional value in terms of fostering a sense of comfort that would encourage an individual to return. The café is a beloved destination due to its harmonious combination of design and comfort.

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