

Conference Paper

Development of Model Culinary Center Design Based on Customers Wants in Surabaya

Study Object: Culinary Center “Gunung Anyar” Surabaya

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Abstract

Street vendors in urban areas are one solution to reduce unemployment and reduce poverty, so it must be completed properly. To overcome the problem of street vendors especially culinary vendors, Surabaya City Government has a policy to relocate the culinary street vendors from inappropriate to the Center of Culinary. Until now many culinary centers are built in several locations in Surabaya and it will increase because the culinary center is the optimal solution for the problem of street vendors in Surabaya. The fact at the moment, there are some culinary centers are full by customers but there is also a quiet. If a Culinary Center out of business then it is feared that the street vendors will comeback to old locations and the city's problems to street vendors will happen again. For that we need to know the aspects that cool customers to the design Culinary center So that can be developed Culinary center arrangement is representative for the sustainability of business street vendors in it. The Aspects to be studied are aspects of form, space, outer space arrangement and supporting activities from several culinary centers in Surabaya. The research is qualitative research with Research and Development method. Data handling is done quantitatively. Research in the form of identification of design aspects that affect the sustainability of street vendor business in terms of user desires so that subsequently can be generated the development of culinary design center model by taking the object of study culinary center of Gunung Anyar, Surabaya, Indonesia.

Keywords: culinary center, design, sustainability

INTRODUCTION

Surabaya as one of the major cities in Indonesia is inseparable from various urban problems, one of which is the problem of street vendors. To overcome the problem of street vendors especially culinary vendors, Surabaya City Government has a policy to translocate the street vendors from places that are not properly occupied street vendors to a place that is Culinary Center. The beginning of 2017 there have been 43 culinary centers scattered on several points in Surabaya and this number will continue to grow. From some culinary centers have been awakened and has been functioning, there are some culinary centers are crowded by visitors but there is also a culinary center that is quiet visitors so that street vendors in it threatened close. If there is a culinary center out of business then it is feared that the street vendors will return to the original place and cause problems of street vendors repeated again. So it needs a research on the aspects that affect business sustainability at the existing culinary center. This research will produce design aspects of culinary centers in accordance with customer wants.

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Based on the description above, so the main problem is how the strategy and model of Culinary Center design that makes a culinary center remains sustainable. City is formed as a function of human activity (function of inhabitation) wide and complex that accumulated from time to time (Rossi, 1991). On the other hand the city can be viewed also as a man-made physical formation (urban artifact) on a large scale that forms and accumulates over time as well. Physical elements are formed because of the functions of activities that take place in a city, the activities can be an economic mechanism such as shopping centers, shops, office centers, places of entertainment (culture), religious places, social places and etc.

In the review of the elements of the city (Appleyard, 1989), there are 3 attributes to form the building image:

1. Attribute Shape. Consists of contour, facade, color, bright surface.
2. Visual Attribute. That is the ease of building to be seen.
3. Attributes of use and their relation consists of the intensity of use and historical linkage.

Meanwhile, there are eight important elements of interlinked city design (Shirvani, 1985), there are: Land Use, Building and Massing, Circulation and Parking, open space, Pedestrian ways, Activity Support, Signage and Preservation. In this case the street vendors belonging to the Supporting Activities element are defined as elements potentials that support certain activities, it is further said by Shirvani that the Supporting Activities is an element of the city that supports two or more general activity centers located in the city center area which has service concentration is considerable. In terms of form, Support Activities can be divided into two, there are:

- Support Activities open space likes pedestrian-activity, parks, recreation, city parks, street vendors, area sellers of art goods, etc.
- Support Activities in Closed Space / buildings, likes retail shops, department stores, public libraries, etc.

From the explanation of the street vendors are included in the element of supporting activities open space. Besides that Support Activities can provide image / visual image that is typical in certain urban areas, because it can present a local identity. The existence of informal sector in urban area has positive and negative value (Alisjahbana, 2003). The positive value is that the informal sector of street vendors can be used as a safety valve in employment matters. Meanwhile, the negative value that arises is because the informal sector generate a landscape that is underground economy. After several years of development policy and has been operating Culinary Center in Surabaya, as published in DetikNews.com (Carlina, 2013), some Culinary Centers experience different conditions, there are crowded visited by buyers but there is a culinary center that visitors are quiet (visitors less than 25 people per day).

METHODS

The research method used is qualitative research with Research and Development method. While taking the data using quantitative methods in the form of questionnaires. According to Sugiyono (2011) Research and Development Method is a research method used to produce a particular product, and test the effectiveness of the product. As the case of research is Culinary Center built by Surabaya City Government in Surabaya City. Through observation of cases of street vendors at the Center Culinary, then processed in the process of analysis and synthesis. Research is done in several steps or processes.

The distribution of questionnaires was conducted on 10 randomly selected culinary centers in East Surabaya, North Surabaya, Central Surabaya, West Surabaya and South Surabaya. Total respondents were 50 people. Respondents are customers of culinary centers. Aspects of the design under study are:

1. The form of the building
2. Room atmosphere inside
3. Form the outdoor space

4. Supporting activities in the culinary center

After recapitulation of the questionnaire results of ten culinary centers in Surabaya, the model of design development in culinary centers that threatened sustainability is done at Gunung Anyar Culinary Center, Surabaya, Indonesia.

RESULT AND DISCUSSION

The Form of Culinary Center Building that Customer Want

The culinary center in Surabaya until early 2017 is 43 units. In addition to enjoying various culinary activities, some culinary centers are there are other activities that are made to turn the culinary center. During this time from the observation that there are several culinary centers have been equipped with a stage of musical entertainment and sports field. The following is the result of the recapitulation of questionnaires to respondents that are culinary center customers in Surabaya.

The Form of Culinary Center Building that Customers Want

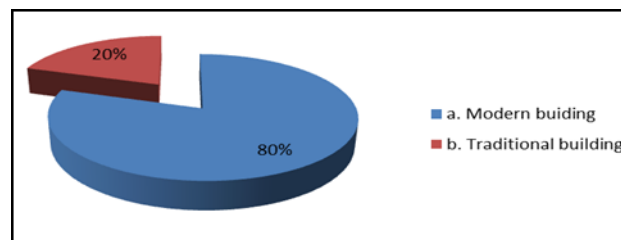


Figure 1. The Building Form of a culinary center building that customers want

The majority of customers choose the form of modern building as a form of culinary center building (figure 1).

The Atmosphere of Interior in Culinary Center that Customers Want

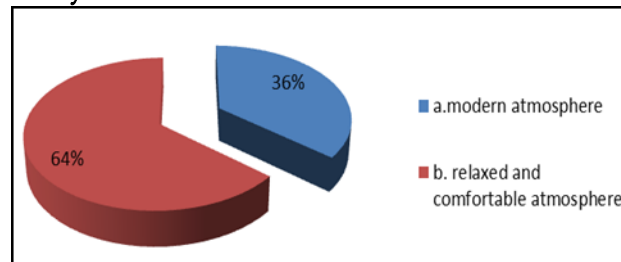


Figure 2. The atmosphere of space in the culinary center desired by visitors

The majority of customers choose the atmosphere of space in a relaxed and like at home (figure 2).

Outdoor Space Culinary Center that Customers Want

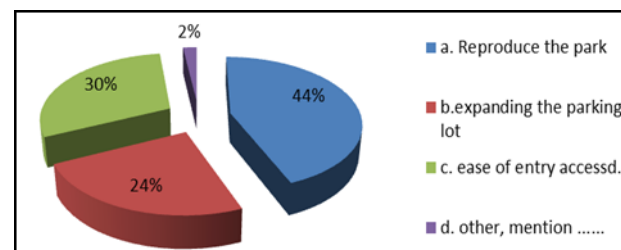


Figure 3. The thing about outdoor space that customers preferred to

The majority of customers choose outdoor space that has lots of garden and shade (figure 3).

Supporting Activities in the Culinary Center that Customers Want

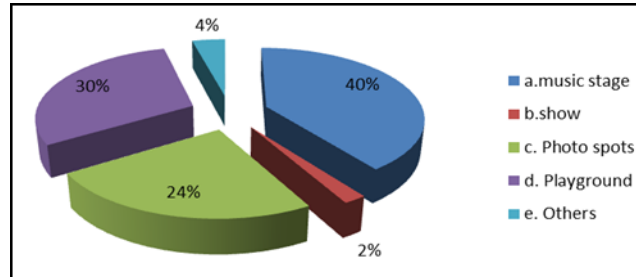


Figure 4. The form of supporting activities that customers want

The majority of customers choose support activities on culinary centers in the form of musical entertainment stage (figure 4).

The results of customer wants questionnaires about design of culinary center in Surabaya applied in development of the culinary center design Gunung Anyar in Surabaya. it is one of the culinary centers in Surabaya located in East Surabaya, which experienced a decrease in the number of customers so that some street vendors inside are threatened to out of business and feared the culinary center's sustainability will turn off (table 1).

Table 1. Design model development at Gunung Anyar Culinary Center in Surabaya

EXISTING	IDEA of DEVELOPMENT
<p>Building form</p>	
<p>Interior</p>	

The old building form has a rectangular shape which is the basic form of modern architecture. So the development of the building form maintains this basic shape and add the ornament on the wall and give a more attractive color.

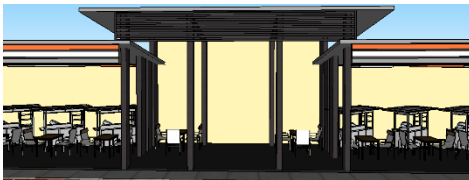
The old furniture arrangement is more monotonous. Development of the interior of this culinary center by arranging the dining room with a sloping position for the atmosphere more dynamic and not boring and memorable more relaxed as customer wants.

Exterior



The outdoor space of the old building lacks plants as a shade. The proposed development is more the plants to impress the cool and shady so that according to the hot weather in Surabaya.

Supporting activities



As one of the efforts for customers to prefer culinary center is to provide supporting facilities of entertainment music stage. The entertainers can be from visitors and the street vendors there.

CONCLUSION

Quantitative research conducted to produce aspects of the design of the building form, interior, exterior and supporting facilities at the culinary center according to the customer wants in some culinary centers Surabaya. Based on the customer wants, it is done the design development of Gunung Anyar Culinary Center in Surabaya. Aspects of the developed design are:

1. The form of the building is more modern
2. The interior is more dynamic and relaxing
3. More shaded outdoor space
4. Addition of supporting facilities in the form of entertainment stage

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