

The Role of Interior Design Elements in Attracting K-pop Lovers at Mujigae Restaurants in Bandung

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Abstract The existence of Korean culture has become increasingly well-known by Indonesian people, it has become a venue for restaurant entrepreneurs to compete hard to win the hearts of consumers. Korean-themed restaurants are now increasingly appearing in Indonesia, including in Bandung. Korean-themed restaurants in Bandung are not just offering unique Korean menus, but interior design is of particular concern so that visitors can enjoy a different atmosphere. One of them is Mujigae restaurant, Korean-themed restaurant that carries the Hallyu wave modern culture of the Korean Pop or known as K-Pop. This study aims to analyze the form of achievement and implementation of K-pop-themed interior design with the modern atmosphere of Korea. The method used in this study is descriptive qualitative through observations validated through the Discussion Group Forum. In its efforts to achieve a distinctive Korean atmosphere, this restaurant in addition to utilizing the fame of K-pop artists also implements the characteristics of a vibrant, cheerful, colorful, and energetic K-pop music style that is felt in the atmosphere of its interior. The atmosphere of the space is increasingly manifested through other supporting elements in the form of tableware used as well as videos and music that deliberately play K-pop music. The results obtained regarding the implementation of K-pop-themed interior design are applied to several elements, namely in furniture, murals, two-dimensional decoration objects, lighting, and audio-visual media.

Keywords K-pop, Korean, restaurant, mujigae

1. Introduction

Republic of Korea or commonly known as South Korea (South Korea) because its territory covers the southern part of the Korean peninsula. The history of Korea dates back to the founding of the first Korean empire, Gojoseon in 2333 BC. As time went on, New power and power emerged, giving birth to three major kingdoms that were able to survive on Korean soil. The three kingdoms are Silla, Goguryeo, Baekje. In the end on the basis of the equality of power and power of the Silla kingdom sparked the merger of the three kingdoms in AD 668. At that time Korea became one under the Goryeo Dynasty and Joseon. Until 1910 under the Han Kingdom the Japanese occupation had been influential in Korea until the end of World War II. The arrival of the Soviet Union in the north of Korea and the United States in the southern part of Korea in combating Japanese population eventually gave birth to the independence of two different regions namely North and South Korea with different concepts and government systems [1].

Now South Korea has evolved into one of the countries that needs to be taken into account in the eyes of the world. Starting from the economy that is supported by the industrial sector as the emergence of global brands such as

the "Samsung" brand electronics industry, the "KIA" and "Hyundai" engine and automotive industries. The world of tourism is

increasingly lively with ease and the opening of this country to be visited and ready to be accepted with its hospitality. This is evidenced by the increasing attention of the South Korean government to tolerate Muslim tourists by setting up halal-certified destinations and restaurants, because Muslim tourists need food and snacks that are guaranteed halal when traveling in their country [2]. Now the love of the citizens of the world also do not have to bother to go to South Korea, the ease of access via the internet about the entertainment they have such as the world of cinema, music, and entertainment is also able to captivate the hearts of the audience throughout the world. The global culture of South Korea is widely known to Hallyu. The development of Korean television and music entertainment has now been globally recorded in Europe, Middle East, Africa and America. At first the entertainment industry only gained popularity in the Asian region. The popularity of the entertainment industry has now become entrenched in Korea that spreads to all its connoisseurs, commonly referred to as the "Korean Wave" or "Hallyu" culture in Indonesian meaning Korean wave [3].

Hallyu or Korean Wave was first sparked because a writing by a Chinese journalist in an article in 1999 that informed about the shock of the wave of the popularity of South Korean entertainment among young people in China at that time. The Hallyu presence stimulates the audience to be increasingly curious about the language and culture of South Korea. He said that the Hallyu situation in China was getting stronger with the start of the number of Korean dramas that began to be enjoyed by young people in the 1990s. Unlike Indonesia, Indonesia has been enjoying the Hallyu culture much longer. Recalling that 2002 local television aired drama series entitled "Winter Sonata" and "Endless Love" whose dialogs had been changed to be published using Indonesian [4]. Many things have been inserted by South Korea to make the audience want to know the culture in their country. Ranging from fashion, lifestyle, typical food, language and writing, village and urban atmosphere in South Korea, to location settings that show the peculiarities of how architectural design to the interior starts from the traditional to the modern. The condition of the development of Korean culture that is increasingly attached to the Indonesian people is used by culinary businessmen so that more and more restaurants emerge with food and interior menus that carry Korean culture in Indonesia, especially in the city of Bandung. One important thing that influences the formation of a thematic space is the selection and application of interior elements. According to Chressetianto there are two factors to create character and atmosphere, the first is space forming elements including floors, walls, and ceilings. Another factor is the accessory which is another supporting element as a decorative space filler. This decorative element complements and supports the increasingly thematic atmosphere in space [5]. This condition was eventually also found in thematic restaurants in the city of Bandung.

2. Research Methods

This research is an analytical study of interior elements exposed to Korean thematic restaurants by taking a case study of one of the popular restaurants in Bandung, Mujigae. The method used in this research is descriptive qualitative through observations synergized with the Discussion Group Forum to obtain measurable data related to forming Korean atmosphere in space with K-pop themes. Respondents Forum in the Discussion Group were chosen based on variations in age, experience and level of love for Korean culture, especially K-pop music.

3. Analysis and Results

Mujigae is a Korean restaurant that located in Bandung, the restaurant is located at several malls. First at the Citilink Festival Mall on the 2nd floor, the second at Miko Mall Kopo, and the last at Cihampelas Walk mall. This research was limited only to the object of the Mujigae restaurant

located at the Citilink Festival Mall. The restaurant is technically divided into four areas. In the front before the entrance was an open area with the placement of table as high as a bar tables and stool bars. When entering, the visitors will feel the festive atmosphere of K-pop nuances ranging from the murals, decorative elements and screen video clips of famous boyband or girlband groups of South Korea.

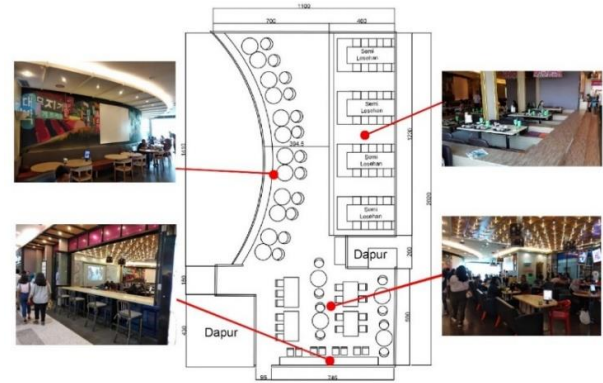


Figure 1. Floor plan and photo of Existing Mujigae Restaurant

The K-pop atmosphere in this area was also supported by a more modern furniture style and was as cheery and fun as k-pop's signature song style. Move to the inside of the restaurant, visitors will be presented with the urban atmosphere of South Korea with the placement of MRT maps on the right side of the upper wall and the application of murals on the curved sides of the walls of the room. Next to this side is a sitting area that called *lesehan*, but it's actually kind of like sitting on a chair. The condition and division of area can be seen in the existing conditions.

There are some interior elements indicating distinctions of Korean culture that are used as a reinforcement media for supporting the realization of a specific Korean atmosphere in K-pop. The following are the elements:

3.1. Tableware

The easiest thing to recognize and give Korean taste to this restaurant is eating utensils. The unique shape and material of chopsticks supports and adds to the distinctive taste of Korean cuisine. The use of *dolsot*, hot pan, sera bowl with a typical Korean form is also used in this restaurant. Only the suki menu (stew) is not available here, so the use of portable stoves only used on certain menus.



Figure 2. Tableware at Mujigae's restaurant

Analysis shows that these cutlery also sometimes often appears on news and social media that show the eating activities of K-pop artists. This is what makes fans familiar with the culture of eating in Korea through his idol. As in the following photo:



Figure 3. Dinner Photo of K-Pop members

The photo above is a joint meal activity carried out by EXO and BTS personnel (Boyband K-pop's name) at a restaurant. In the photo, in addition to their togetherness, they tried to show the culture of eating with them, which is using quite diverse and typical eating utensils similar to the tableware in Mujigae's restaurant. The presentation of typical foods using equipment and eating methods that elevate a particular culture can strengthen the realization of the taste of the food served [6]. Similar to Mujigae's restaurant, using food utensils makes consumers increasingly feel the Korean theme, namely the culture of eating similar to his idol.

3.2. Decorative Walls

The decorative elements is an unreleased part of the interior. The function of the decoration element is to strengthen the atmosphere and theme that is carried in the space that embodies beauty [5]. Mujigae Restaurant also applies decorative elements by carrying the K-pop theme. K-pop music generally generates a perception of its listeners. If the music of the boy band groups creates an energetic and masculine impression, this is shown in the display of the video clip enjoyed by the audience who glittered with the supporting lights with a vibrant dance movement. Whereas in the girl band group, it creates the impression of being feminine, cheerful, funny and colorful, this is also shown in their colorful video clips with very feminine movements. This eventually became the background of how the design implementation was applied to the decorative elements in Mujigae's restaurant.

The design of decorative elements on walls was made more impressed by the placement of colorful fonts or Korean writing (Hangeul) with a dark background to make it more eye-catching. In addition to writing there is a placement of LCD TV flat screens that play videos and photo slides on Mujigae menus. On the other hand, the Korean theme was changed by lifting its urban features such as the placement of an MRT map on the side of the upper wall with colorful frames so that it still seemed cheerful and pleasant.



Figure 4. Decorative Elements of Mujigae's Restaurant Wall

In addition to K-pop video clips played on an LCD TV on the outside, the atmosphere of the K-pop theme are getting stronger by displaying silhouette images of some K-pop artists intentionally placed on the column cover. In the opinion of visitors, there was the highest number of votes stating that indeed the three images were pictures of K-pop artists who had been known to the audience. On the first side of the column is an image of an artist named TOP who is a rapper from Bigbang boyband member. Next to the TOP picture is another picture which is an artist named Donghae, a member of Super Junior. While on the other side of the column there is a picture of the artist girlband named Tae Yon, a member of the SNSD group.



Figure 5. Appropriate images on K-pop artist photos

3.3. Murals

There are two categories of murals that are presented in the room. The first mural in the front area features more funny characters and tends to be monochrome with a touch of basic color. Image with a typical Korean culinary cartoon accompanied by Korea words (Hangeul letters). Urban conditions with sparkling lights and neon boxes are characteristic of the large urban street atmosphere in Korea. This condition eventually became the background concept of several K-pop groups in their video clips. The concept of a glittering large urban night mural in Korea is finally applied to the side of the back wall or the inside of Mujigae's restaurant. Murals are drawn along a curved wall on one side of the room.




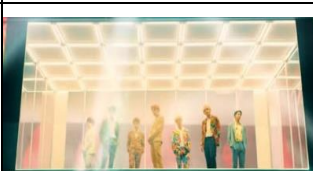


Figure 6. The suitability of the theme of the mural on one of the video clips for girlband K-pop SNSD (youtube)

A recurring experience in the form of visual vision is able to form a person's perception of an object or lead to a particular culture or condition [7]. Seeing this condition, the urban atmosphere of Korea has become a perceptual reinforcement in feeling a Korean theme in the interior that reminds consumers of their idols, namely K-pop artists because of the frequent emergence of these conditions in the video clips they watch on social media.

3.4. Ceiling and Lighting

The use of lights are give more modern impression, but it packaged with a concept that is more cheerful and fun. the design style applied tends to lead to a cheerful, colorful, and energetic atmosphere that characterizes the k-pop style in general. The following table shows the comparison between Mujigae's Ceiling Design and Restaurant Lighting with Examples of Ceiling and Lighting Designs in the background of K-pop Clip Videos:

Table 1. Comparison of Ceiling Designs and Mujigae's lighting and K-pop video clips

Mujigae Ceiling Design and Restaurant Lighting	Examples of Ceiling and Lighting Designs on the background of K-pop Clip Videos
	
	

Broadly speaking, the application of the ceiling and lighting of Mujigae's restaurant is conceptually very close to the concept of Ceiling and Lighting in the background of K-pop Clip Videos. The ceiling design uses repetitive formations, namely the arrangement of boxes with hidden lighting games and the placement of lights in the middle of the box. The selection of light so that the feel of K-pop is more visible using golden yellow.

3.5. Audio Visual

One element that is very powerful in building a certain atmosphere in space is audiotorial, this is related to how the sound strains are deliberately presented both naturally and using technology that is disseminated through sound to all corners of the room According to Sarihati, Lamb, et al (2001) and Quinn (1981) stated that there are several main factors that influence the formation of the atmosphere including sound, vision, aroma, room temperature, and texture [8]. The audio visual application in this restaurant is quite sophisticated and prioritizes the use of technology as a condition of technological progress in the South Korean country. For example, on the front there is a flat LCD TV screen that is quite wide by showing people who are welcoming visitors using typical Korean clothes (Hanbok). Each table is provided with a tablet to order menus, request playback of songs or video clips, or take selfie photos that are automatically uploaded on the electronic screen panel



on the other side of the room.

Figure 7. Electronic Technology and Audio Visual at Mujigae Restaurant

K-pop thematic nuances are also getting stronger with a consumer video clip favorite facility that can be requested via tablets that are on each table. Videos will be displayed on a large screen in the center of the room with the sound of music being released on the sound that is in every corner of the interior. Thus, entertainment and video and music offer truly spoil K-pop lovers and connoisseurs in this restaurant.

3.6. Furnitur

There are several types of furniture in this restaurant that show how to sit. First is the sink sitting area (semi *lesehan*), the shape of the furniture by sitting is enough to bring visitors to feel a different way of sitting with South Korea style.



Figure 8. Mujigae Restaurant Furniture

In addition there are sofas with various variations in the number of sitting areas starting at one or elongated. Easy chair with a unique and dynamic formation was chosen as a mirror of cheerful and energetic K-pop culture. The last is a table and cabinet with bar-high dimensions with modern materials and colors. The furniture is more representative of modern elements as a form of South Korea's progress nowadays like the progress of K-pop music that is far from developing and different from the indigenous culture of Korea.

4. Conclusion

In an effort to attract consumers with a background of connoisseurs and K-pop lovers, Mujigae's restaurant uses interior elements that are part of interior design in shaping the Korean atmosphere with K-pop themes. The selection and application of design utilizes the experiences of K-pop listener and lovers who are known through social and internet media. The experience eventually formed a perception of the Korean atmosphere with K-pop themes. The interior elements that are used to form the Korean atmosphere with K-pop themes are cutlery, decorative walls, murals, ceilings and lights, audio visuals, and furniture. In its application, the existing K-pop culture is generally adopted both directly and indirectly. Direct adoption, for example, is applied to the arrangement and use of Korean-style cutlery. While the application is indirectly done by adopting the characters, traits, and styles that generally exist in the nuances of K-pop music which leads to an atmosphere that is cheerful, energetic, and colorful. This research can not be separated from the shortcomings, there are limitations in this study related to media in object observation and the selection of respondents in data mining.

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