ABSTRACT

The prosperity of fast food restaurant in the big city recently extremely fostered. It caused requesting for the society that step on longer. Fast food restaurant are place that prepare food and drink with faster. Generally society always want everything that practical aspect. Because this considered more contribute inside there activity.

The quantity fast food restaurant that present now, it becomes a big challenge for the owner of restaurant. This caused so much the competition that appear, so that the owner must have to firm the complete strategy and better marketing system. Right now fast food restaurant that extremely foster is McDonald's. McDonald's fast food restaurant that most popular and also the biggest in the world.

Generally McDonald's to be found in plaza or mall, food court, McDonald’s drive thru (ordering without get off from the vehicle, to take in straight without come into the restaurant). For doing the research, the writer take one of the sub division. McDonald’s in Surabaya, McDonald’s Basuki Rahmat, with consider that McDonald’s Basuki Rahmat with own place, free stand building.

Basuki Rahmat Surabaya region, a strategic area in the city center. Progress of the economic sectors which affect the development of this region into areas of office activities, and shopping centers. At present according to clients' theme concept is McDonald's Basuki Rahmat world of music, the theme is taken to adapt the building McDonald's Basuki Rahmat-style music and the standards you'll enjoy with a guitar as a point of view. Since the theme is quite long and McDonald's Street. Basuki Rahmat Surabaya enough to the bustle and the main purpose of fast food lovers, the theme of the brief the client wanted a new concept that is as a family restaurant with a cowboy village atmosphere.

Consumer need restaurant as place for socialisation, to come together with families, friends and place for take off fatigued. Colonial nuance bring round cozy sphere and give new spirit that inspiration. This sphere can take from layout, colour application that is dark red, ivory, brown, white and also colours from corporate image that is red and yellow.

This Research hope can concrete McDonald’s Basuki Rahmat interior that different, interesting, new and also can give all the function and need. So that can create apresiation from user of the room.

1 Karya Arsitek Indonesia, 2003