ROLLAAS CAFÉ INTERIOR DESIGN IN TEA PLANTATION
WONOSARI LAWANG MALANG WITH RUSTIC NUANCE

ABSTRACT

In this modern era, cafe businesses become a prospective one. People tend to use cafe as a place to gather around, not only as place to eat. It is started with people lifestyle nowadays which prefers to relax and have a chit chat. Those become a need and they need a medium to realize it. This cafe was built to fulfill people need as a place to gather around. More of it, Rollaas Cafe offers various facilities such as merchandise outlet, VIP area and a traditional tea-making workshop area which will give the customer different experience.

In the other hand, a huge amount of cafe-built recently made most of them looked general without specific identity. By creating a new concept and innovation, it is hoped that the customer will fall in and have bind to it. It is usual that the cafe owner made a research about which is in today or made a survey of people habits. In this case, citizen prone to bored with routines so they need a new atmosphere for refreshing. It can be seen in fact that most of citizen prefer a natural atmosphere which they search over around village or mountain. Based on that thing, Rollaas Cafe is designed to show a natural atmosphere in tea plantation which strengthen by rustic nuance. Rustic is choosen to give a honest and natural impression as well since the rustic character materials are unfinished.

Methods which used are observation in some of Rollaas Cafee branches in mall around Surabaya, and also surveys in tea plantation which located in Wonosari Lawang Malang. Besides interviewing employees of PTPN XII (Peresro) as well as employees and customers of Rollaas cafe. And also added by theories from internet and various books. The datas then processed with comparative study to other cafes which later become a design reference.

Rollaas Cafe at Wonosari Lawang Malang tea plantation was made to give a different sensation to customers. By using environmental potentials like tea plantation over the hills and also trees, Rollaas Cafe also supported by rustic nuance which is used unfinished concept and natural materials such as roots and another local material from PTPN XII (Persero). These things later impress a cafe located in the center of tea plantation with local materials using which designed by rustic nuance. In addition, some facilities like merchandise outlet, VIP room and a traditional tea-making workshop area gave additional value to Rollaas Cafe Wonosari Lawang Malang for family tourism.

Keyword: cafe, tea plantation, rustic