Interior Design of Surabaya Danar Hadi Outlet with Cultural Tourism and Shopping Concept in Modern Colonial Style

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Abstraction

Consumers are the main purpose of the boutique business. A boutique should be able to attract visitors to go shopping so it can make a profit. Apart from quality of goods that are sold, the appeal of boutique is also determined by the arrangement and display space. Because the layout, display and all facilities greatly affect the success of a boutique business, so it must have the right design concept and become an interesting place to visit.

Danar Hadi batik is a company established by Mr. & Mrs. Santosa Doellah. The group has become Batik Danar Hadi batik manufacturing company that has grown from just a business entrepreneur to become a national asset that is now serving middle to upper batik.¹ Outlet Danar Hadi Jl. Diponegoro is the only branch in Surabaya. This outlet have excellent prospects as the majority of people from upper middle class in Surabaya will shop in outlets that are known to have good quality, like Danar Hadi. On the second floor there are empty spaces that are not used, on the first floor there was a lack of space that being an optimal used. To solve this problem, the space needs to be designed so that serve more optimal use of space. Besides the use of the room, another goal of designing this outlet is to provide new facilities to enhance the visitor's interest. The new facility that being added to outlet are cafe and gallery batik. Batik gallery was chosen as a way to educate visitors and to actualize the vision and mission of Danar Hadi. At one spot gallery, a multifunction display system implemented to the space, in order to be used as a fashion show space.

By taking a modern colonial theme, interior outlet Danar Hadi aims to present the characteristic of batik with a modern feel, but also the nuances of the colonial era which is closely related to the time of batik when it became popular at the era colonial. Current customers who are known to be interested in modern society hope to be interested with this concept, a mix of the traditional art of batik with modern themes. The application of modern concepts are also present in the system that being used, such as audio visual on the gallery, decorative lights, and the technology that applied to the gallery. This additional facility like batik gallery is elected as a way of education with modern colonial style which is expected to provide a different experience to customers who shopped at Danar Hadi batik outlet compared with other outlets.

Keywords: Outlet, Gallery, Colonial, Modern

¹ www.danarhadibatik.com