ABSTRACT

People’s lifestyles which always try to satisfy their food need as well as the infrastructure needed for gathering, meeting and spending time with friends and families is becoming one of the factors to develop business opportunities in the culinary area. Many restaurants and bistro have sprung up to offer a range of various types of culinary that can satisfy the foods needs of the community. These restaurants create special attraction to make customers come to their place. They attract customers through the superiority of the menu offered as well as the interior design of the restaurant.

Cupcake House & BBQ as one of the participating restaurants compete in a culinary area in Bogor is expected to create a certain attraction for the customers. The selection of the restaurant's name is "Cupcake House & BBQ," shows that the menu offered is Cupcakes and BBQ. The word “home” is chosen as an effort to make this business is more opened to all people, both upper middle and lower middle class. Cupcake is chosen because this culinary is still hard to find in Bogor, while BBQ is chosen as companion of the cupcakes menu. The reason is because the cupcakes are just a snack or cake. Both menus have different ways of cooking and presenting and how the presentation is certainly brings out problems in term of the facility and space requirements. Therefore, it needs the right concept in interior design that is not only support the existing activities but also create a customer’s attraction in terms of the visual of the interior’s elements.

The method includes of data collection which is held directly or indirectly. Field surveys in the form of interviews and observations at Cupcakes
House & BBQ Bogor conducted to determine the existing condition of the restaurant. Besides literature study of various sources, books, magazines, or the Internet to obtain comparative data is also done. Comparative data on restaurants acquired through a comparative study against some similar restaurants have the same menu.

At the end of this final report will be produced an interior design of Cupcakes House & BBQ with open concept kitchen in modern chic. Application of the open kitchen concept is expected to be an innovation in home interior design Cupcakes & BBQ to enhance the customers in terms of visual appeal. It is to create a communicative space for visitors to be able to see the activities of the cooking process. Besides the implementation of chic modern style taken from the character Cupcakes products are expected to provide a certain image for customer to know more about Cupcakes House & BBQ. The final result is a creative work of interior design of the transformation and analysis that have been performed. Cupcakes character would be analogous to a transformation of an aesthetic design of the space. Results of the analysis of activities and space relationships will also be implemented into the work in order to create an interior design that provides comfort to the user in it.

Keywords: Interior Design, Restaurant, Cupcakes & BBQ, open kitchen, Modern Chic.