

Interior Design Styles as Visual Communication in the Digital Era of Restaurants

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ABSTRACT

The COVID-19 pandemic has changed many things from various aspects of life, especially on how people communicate. Most of the direct communication has been replaced by online communication. Majority of people from millennial, Z, and alpha generations are used to the presence of technology in their everyday life and able to use it efficiently. This can be proven in the post-pandemic days by how new places and restaurants can go viral and become famous in just a short period of time from a few videos made and uploaded to online medias and social media by people, such as TikTok, Instagram, Facebook, and many more. Thus, these medias can be referred as a way for people to communicate their opinions about many things, especially towards a place or a restaurant. Besides the foods that the visitors pay attention to, restaurants in today's era need to pay attention to the aesthetic side and come up with a design style to make it more attractive. By bringing out the aesthetic side and design style, restaurants can visually communicate the atmosphere they want to bring to their visitors. Methods used in this paper includes, literature review, observation, and also visual analysis. This article is written to discuss how design styles in restaurants can serve as a bridge to communicate the desired ambiance, which can then be disseminated through social media and other online platforms.

Keyword: *COVID-19; visual communication; design style; social media*

INTRODUCTION

A. Background

Now days, in the digital era, the way people react, interact, and experience restaurants has drastically changed. Social media and online platforms, also visual communication has become a powerful aspect to attract and engage customers. Interior design plays a crucial role in visually appealing and creating memorable dining experience. However, there is a lack of understanding and utilization of interior design styles as effective visual communication tools in the digital era of restaurants. Many restaurants focus solely on physical aesthetics without considering how those aesthetics turn into compelling visual content that are content worthy. As a result, they miss out on opportunities to effectively communicate their brand, atmosphere, and unique dining experience to a wider audience. Additionally, there is a need for interior designers and restaurateurs to stay updated with the latest trends and best practices in digital marketing and social media. While some restaurants understand the importance of visual content, they struggle to adapt their interior design styles to align with the digital era's requirements. This disconnect leads to a lack of cohesive and visually engaging brand identities across online platforms, impacting the restaurant's ability to attract and retain customers.

Furthermore, the lack of guidance and resources tailored specifically to interior design styles as visual communication tools in the digital era poses a challenge. Interior designers and restaurateurs often rely on traditional design principles, overlooking the need for spaces that are Instagramable, shareable, and visually striking in the online world. This knowledge gap limits their ability to leverage the full potential of interior design as a marketing asset. Overall, there is a need to bridge the gap between interior design, digital marketing, and social media in the restaurant industry. By understanding and implementing interior design styles as effective visual communication tools, restaurants can enhance their online presence, create unique and shareable experiences, and ultimately attract a larger customer base in the digital era.

B. Literature review

On 02 March, Indonesian President Joko Widodo announced the first two confirmed cases of the disease in the country. As of 26 March, the Government of Indonesia reported a total of 893 confirmed cases with 78 deaths and 35 recoveries from across 27 provinces. Given the large-scale economic and social upheaval wrought by COVID-19, this abrupt transition to remote work occurred at a time when organizational coordination, decision-making processes, and productivity were never more consequential.

Visual communication is hailed as the soul of interior design, and as a rule of expression of interior design, the formal law has become the external body of interior design. Only by possessing the soul and being an "individual" with a sound physique can we adapt. Only by understanding the formal layout of the design place on the ground, can the visual communication design be more novel and unique, so that the entire interior design is not out of the ordinary, and thus welcomed by users. Regardless of the overall layout of the building or the design of the interior space, it emphasizes its comprehensive application of functionality, science and artistry. While giving people a visual impact, it creates a beautiful, comfortable and practical space environment. The space environment is artistic Thick or not, it will bring a completely different experience to the viewer, or a happy or upset mood.

There are some problems regarding visual communication towards interior design such as, lack of clarity means the design concepts are poorly communicated which can cause confusion among clients and the contractors about the intended design. Second, misinterpretation of the design, leading to deviations from the original concept during the implementation phase. Third, ineffective presentation, which means the designer fails to present their ideas through sketches, renderings, moodboards, and other methods, so that the clients may struggle to visualize the outcome. Fourth, inconsistent brand identity, means the design does not align with the brand identity or the value of the business which can affect customer experience. Fifth, difficulty in material selection, caused by misunderstandings which leads to the use of materials do not match the design concept. Sixth, there are limited client engagement means clients are unable to fully grasp the idea of the design due to poor visual

communication, in result they miss the opportunities to give valuable input and feedbacks. Seventh, there are challenges such as design changes, inadequate visual communication can make it difficult to incorporate design changes during the project execution. Eighth, loss of aesthetics and functionality, 2 most important aspect in interior design. If the visual communication does not balance those two things, the final design might only prioritize one over the other.

The visual communication of the interior space includes shape, color, quality, light, etc. These elements, as part of a unified whole, affect each other and each other. Restrictions, and there is a close relationship with each other. Interior design, as a plastic art combining space and entity, cannot be separated from basic form elements such as points, lines, and surfaces. These elements serve as a form symbol of interior space. It has different visual psychological effects in different positions and different combinations. Different visual shapes can express different inner feelings, clever use of formal beauty rules and modern aesthetic rules, and transfer of basic elements such as points, lines, areas, and bodies. Based on planar and three-dimensional composition, it can create a beautiful, comfortable and practical ideal space.

Visual communication engage people to post on social medias. Social media strategy consists of the same elements as the communication one which are, target audience, goals, content strategy or communication pillars, suitable channels, tools, competitors etc. Social media ease the development of a “powerful global discourse” (Berger, 2008) in which everybody can take part, exchanging opinions, ideas, knowledge and images. Performance indicators for social media are set from the beginning, when the strategy in the field is being built, depending on the company communication and business goals: reputation, brand associations, turnover.

C. Research question

1. What are the benefits of having a good organizational communication?
2. How to decide a proper design style for restaurants?
3. Why visual communication is important now days?

D. Problem statement

The purpose of this study is to examine how design styles in restaurants can effectively convey the desired atmosphere and ambience, which can then be shared and communicated through social media and other online platforms. The research aims to explore the relationship between restaurant design, customer experience, and the role of social media in disseminating the desired atmosphere to a wider audience. By understanding the impact of design elements such as interior décor, lighting, furniture arrangement, and design styles, this study seeks to provide insights and recommendation to restaurant owners, designers, and marketers on leveraging design styles to create compelling and shareable dining experience.

E. Purpose of study

To let the reader know how design styles in restaurants can serve as a bridge to communicate the desired atmosphere which can then be disseminated through social media and other online platforms.

METHOD

Methods used in this paper includes, literature review, observation, and also visual analysis. Data collection techniques used is qualitative method. Data analysis techniques used is content analysis and narrative analysis. Literature review research method involves conducting a comprehensive examination and analysis off existing academic and scholarly sources related to the research topic. Typically involves reviewing relevant books, articles, research papers, and other published materials to gather existing knowledge and findings. The purpose is to gain deeper understanding of the research topic and provide theoretical framework and foundation for further study.

Observation involves systematically watching and recording events, behaviors in their natural settings. Used to gather data by directly observing and documenting the behavior or activities of a place, individual, groups, or events. This method allows researchers to collect qualitative data, and gain insights into patterns and dynamics.

Lastly, visual analysis focuses on interpreting and understanding visual data or things. It involves systematic examination and interpretation of visual materials such as photographs, paintings, drawings, videos, and other visual representations. It allows researchers to analyze visual elements, symbols, compositions, colors, and other visual cues to interpret meanings, cultural representations, social message and aesthetic qualities.

FINDING AND DISCUSSIONS

Here in Surabaya there are some restaurants with authentic identity and clearly conceptualized. One of them is Sing Kei Yat dim sum house which is located at G-walk CG2 no.1-2, Citraland. This dimsum house is usually a breakfast option for people at west Surabaya which is why Sing Kei Yat dim sum house opens from 6:30 AM until 10:00 PM.



Source : Denise Kenzie Kant

The interior of this dim sum house makes you feel like you're dining in an authentic restaurant in Hong Kong. The glass entrance gives the restaurant an open feel for everyone. The interior is dominated by green and red colors, with green ceramic tiles adorning the bottom part of the walls. The chairs used are simple and red, while the tables come in both square and round shapes. In Chinese culture, round tables symbolize unity and familial ties because they

are associated with the tradition of sharing food placed in the center of the table. The furniture mostly uses wood material, such as the table edges, dividers, and the cashier counter. The dividers are filled with various items such as food containers, water flasks, telephones, calculators, radios, fans, weighing scales, and old bicycles, all of which are typical of China. Additionally, the cashier area is adorned with details like a Chinese calendar, and the walls are decorated with framed Chinese writings and pictures. The lighting used is also simple and traditional, with black hanging lamps above each table.

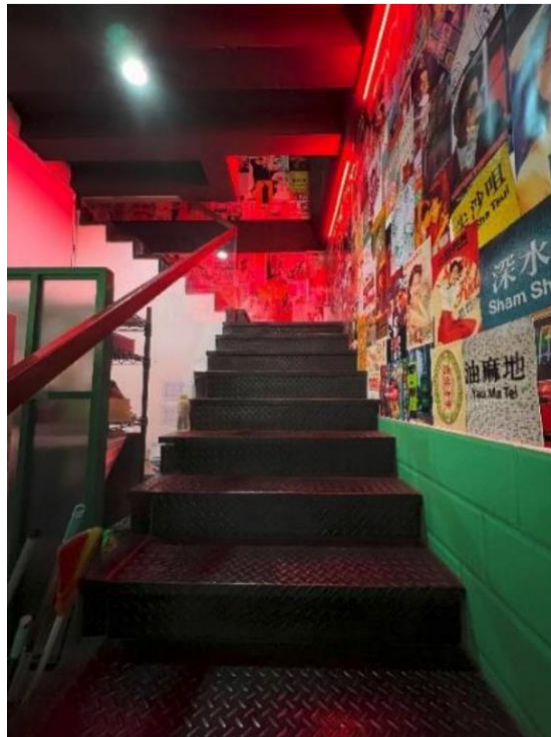


Source : Denise Kenzie Kant



source : Denise Kenzie Kant

This dim sum house features an open kitchen concept, allowing visitors to see inside the kitchen through glass windows. The floor is made of ceramic tiles, and what makes it interesting is the incorporation of an Indonesian element, namely the "batik kawung" motif. Inside the dim sum house, there are also room dividers leading to the staircase area, using fences commonly found in kiosks or roadside eateries, which adds a traditional touch. Another interesting feature is along the staircase, where you can see numerous magazine photos of famous Chinese artists and prominent Chinese writings displayed prominently with the use of red LED lights. These things prove that this place is well prepared and well designed, because the elements itself from the facade to the inside are made with Chinese elements, including the details which improve the brand identity of Hongkong restaurant.



Source : Denise Kenzie Kant

Other restaurant that has strong brand identity is Sushi tei. As we all know, sushi tei is one of the most famous sushi restaurant in Indonesia. The interior design of Sushi Tei Indonesia is well-known for its modern and contemporary aesthetics, creating a pleasant and inviting dining atmosphere. With a concept of minimalistic and Clean, Sushi Tei adopts a minimalist approach in its interior design, focusing on simplicity and clean lines. The use of neutral colors, such as white, beige, and light wood tones, contributes to a soothing and tranquil environment. The restaurant features an open layout, allowing guests to have a clear view of the sushi bar and the sushi chefs in action.

The spacious arrangement provides comfortable seating arrangements for both small and large groups. Sushi Tei incorporates natural elements into its design to create a harmonious and organic feel. Indoor plants and bamboo accents can be found throughout the restaurant, adding a touch of freshness and serenity to the space.

The design elements subtly reflect Japanese culture and aesthetics. From the traditional

lanterns and wooden accents to the use of sliding doors, Sushi Tei incorporates Japanese architectural elements that give a sense of authenticity and cultural immersion. They incorporate artistic elements into its interior design. It may feature beautiful Japanese-inspired artwork, calligraphy, or even contemporary installations that enhance the overall ambiance and create visual interest. The seating options at Sushi Tei are typically comfortable, with a mix of booth seating, regular tables, and counter seating. The seats are well-padded, allowing diners to relax and enjoy their meals for extended periods. Lighting in Sushi Tei is carefully curated to create a warm and inviting atmosphere. Soft, warm lighting is used to enhance the dining experience, while accent lights may highlight specific areas or design features.



Source: Google

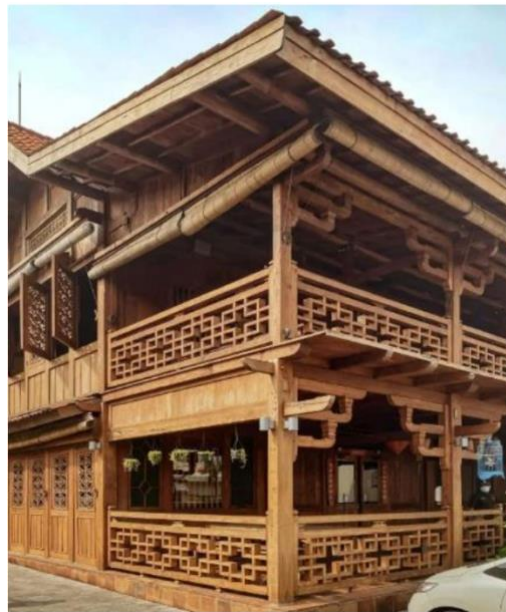
Overall, the interior design of Sushi Tei Indonesia offers a modern and inviting setting, combining elements of Japanese culture with contemporary design concepts. It creates a

comfortable space where diners can enjoy their sushi and other Japanese delicacies while immersing themselves in a relaxed and aesthetically pleasing environment.



Source: Google

Last but not least, Kartiko Heritage Surabaya. The interior design of Kartiko Heritage Surabaya is a blend of traditional Javanese elements and modern aesthetics. Kartiko Heritage pays homage to the rich cultural heritage of Surabaya and Java. The interior design incorporates traditional Javanese patterns, carvings, and artwork, creating a sense of nostalgia and cultural authenticity. The overall ambiance of Kartiko Heritage is elegant and luxurious. The use of rich colors, such as deep reds, golds, and browns, combined with high-quality materials like wood, marble, and plush fabrics, adds a touch of opulence to the space. The entrance to Kartiko Heritage is often grand and impressive. It may feature a large foyer with a high ceiling, adorned with intricate Javanese carvings and ornate chandeliers, creating a sense of grandeur from the moment guests step inside. The architecture of Kartiko Heritage often reflects traditional Javanese design elements. It may include features such as wooden pillars, carved panels, and roof structures inspired by traditional Javanese houses, adding an authentic and unique touch to the interior design.



Source: Google



Source: Google

Kartiko Heritage showcases various art pieces and decor items that celebrate Javanese culture. Traditional batik textiles, wayang puppets, and intricate wood carvings are often displayed throughout the space, creating visual interest and telling a story of local heritage. The seating arrangements at Kartiko Heritage are designed with comfort in mind. Plush chairs and

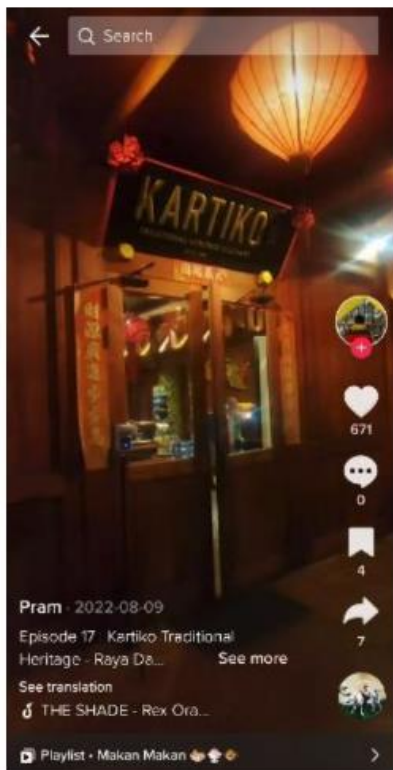
sofas with ornate upholstery provide a cozy and relaxing dining experience, inviting guests to unwind and indulge in the ambiance.

The lighting in Kartiko Heritage is carefully designed to enhance the overall atmosphere. Soft, warm lighting is often used to create an intimate and cozy ambiance, accentuating the intricate details of the interior design elements. Kartiko Heritage may offer private dining rooms or secluded areas for a more exclusive experience. These spaces are often decorated with exquisite Javanese artwork and provide a more intimate setting for special occasions or gatherings.

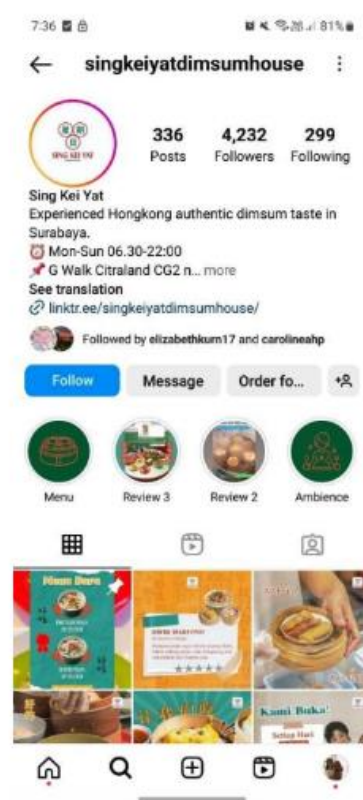


Source: Google

These restaurants can easily be found through social media due to their uniqueness, design style, and the ambiance they offer. The design styles and the way these restaurants convey their messages through interior elements make people interested because they tell the identity and origins of these restaurants. This can be proven through the pictures below:



Source: Tiktok



Source: Instagram

CONCLUSION

Organizational communication in restaurants goes beyond intercommunication among members within the organization and solely focusing on food related matters. It also involves communication between the restaurant and its clients by incorporating interior design that helps convey the restaurants'/organizations' identity through visuals.

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