

THE CONCEPT OF FUTURE LUXURY ON THE INTERIOR DISPLAY AREA AT BMW ASTRA SERPONG SHOWROOM

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ABSTRACT

Good infrastructure and modes of transportation are attractive to the community and economic growth in an urban area. The increasing development of the city of Tangerang is also accompanied by the construction of many facilities that are able to support regional activities in accordance with existing needs and market share. Market segmentation with the upper middle economy in the Bumi Serpong Damai area of Tangerang produces supporting public facilities that adjust the segmentation of the community. One of them is a German automotive company, BMW Astra Serpong, which builds facilities with the concept of showroom and entertainment center, which is not only a retail place and service center, but also as an accessories and merchandise store, and mini museum. With the level of complexity of various facilities, a design is needed that is able to create a space that is connected to each other that is sustainable. In addition, this facility must be able to provide a character that is in accordance with market share with a dynamic design and high standards that take into account the general requirements of a showroom. This method of design uses the design process diagram method by collecting data and processing quantitative and qualitative analysis. The results of the analysis found that the BMW company displays the image of future luxury, using the concept of Aerodynamic design themes. The use of the curved line concept reinforces the dynamic impression by providing a wide circulation area to provide easy space orientation and more flexible circulation. The use of corporate colors of the BMW company and the use of moveable furniture and high standards are able to provide the atmosphere of space with a representative image. The results of this design can be concluded that the BMW Astra Serpong showroom with the concept of the Aerodynamic theme and the image of future luxury is in accordance with the identity of the company and BMW's market share.

Keywords: Interior design, showroom, bmw, futuristic luxury

1. PREFACE

The Tangerang area has begun to be in demand by the public due to the Jakarta-Merak toll road, which has a major impact on the development of the city of Tangerang (Petriella, 2021). With this access development, many companies have begun to dare to open their new branches shop in the area. According to Bank Indonesia's economic report, it was recorded that Banten province experienced positive economic growth in the first quarter of 2022 of 4.97% (yoy) or 0.48% (qtq) (Banten, 2022), this has created public confidence in economic conditions and mobility stronger. Along with the development of access and economic growth in the Tangerang area, several large developers have started to develop projects in the area, resulting in an increasing share of the property market for the upper-middle-class segment of society in the BSD area (Venny Suryanto, 2022).

With this market share, appropriate facilities are needed. Regarding vehicles, residents of Tangerang also own and collect luxury cars. The premium-class car market, which European and German car manufacturers have dominated, now has a new competitor, named Lexus, which is a premium brand made in Japan (Ririn Tri Ratnasari, 2022). To anticipate the automotive competition, the BMW company took a step forward in overcoming it. The presence of an official BMW dealer in Serpong is a form of Astra International BMW Sales Operation and BMW Indonesia's commitment to improving performance, service and ease of access to all

services and the availability of premium BMW vehicles in the Indonesian market (Johansen, 2022), as well as becoming a suitable facility with this market share.

As a form of service improvement and celebrating the 50th anniversary of the BMW company, the BMW Astra Serpong Showroom was redesigned with a more dynamic theme and uses the concept of a showroom and entertainment center, where the showroom is not only a retail and service center, but also an accessories and merchandise store. and mini-museums.

From the background described above, it can be formulated that the existing problem is how to design the interior design of the showroom display area so that it meets Universal Design requirements without losing the corporate identity of the BMW brand while still following car showroom requirements so that visitors feel right and commensurate when entering BMW Astra Serpong showroom.

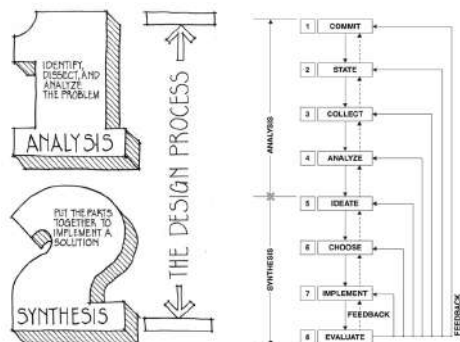
So the purpose of this design is to design a showroom display area interior design that all types of visitors can visit, from children to the elderly and people with disabilities, a showroom interior design that provides a more dynamic visual style by using premium quality materials and high standards and paying attention to location requirements, buildings, supporting elements, and interior showroom circulation to produce a nuance that is representative and following visitors so that they feel appropriate and commensurate when entering the showroom area.

2. RESEARCH METHOD

The design method used is the design process diagram by Rosemary Kilmer & W. Ottie Kilmer (2014).

Figure 1

Design Progress Diagram



The first process in this design is the commit stage, the author introduces design problems by submitting a survey permit to the research object, namely the BMW Astra Serpong showroom. Next is the state stage, carried out by making a design background regarding the city of Tangerang and the current development of the premium car market to determine the problem formulation and objectives of this showroom design. The third process is collect, by collecting data such as physical, non-physical data and literature about the city of Tangerang, showrooms, BMW companies and futuristic luxury design features through the internet and books. Next is the analyze phase, by analyzing all the previously collected data and then determining the problem formulation and the required design solution.

Then at the ideate stage, the process of determining the design concept and making several design alternatives from the ideas that have been collected are carried out. These ideas were obtained from a search for showroom interior design references on several websites, books, magazines and journals. Then there is the choose stage, which means choosing the best design alternative that fits the predetermined criteria. And continued with the implement stage, by implementing the selected design alternatives by making 3D design visualizations digitally or manually. Finally, there is the evaluate stage, by making design revisions that have been reviewed (feedback) and then making working drawings of designs that have been confirmed. and than, all the design process will be concluded with the concept implementation according to Limentie (2022).

3. RESULT AND DISCUSSION

BMW, which stands for Bavarische Motoren Werke / Bavarian Motor Works, is an automotive company originating from Bavaria, Germany and was founded in 1916 by Franz Josef Popp. This company produces automotive products such as cars, bicycles and motorcycles. Having the vision to strengthen BMW's brand image to become the best company for career development and profitability. At the same time, the mission is customer satisfaction and new product introduction. A slogan that reads "*Sheer Driving Pleasure*" contains a promise that in every car made in Bavaria, Germany, there is a pleasure to drive (Dahono Fitrianto, 2019).

Figure 2

Logo and Facade of the BMW Astra Serpong Showroom Building



Arvin Dovan Sulaksono (2013) said that a showroom or defined as a place to exhibit certain products, such as automotive, furniture, etc., which function to increase marketing. The BMW Astra Serpong Showroom is located at Astra Biz Center No. 11D, Jl. BSD Raya Utama, BSD City, Serpong, Tangerang. It was inaugurated on 25 April 2017 and had a building area of 1,520 m² consisting of three floors. This showroom is one of the historic dealer openings for Astra International BMW Sales Operation and BMW Indonesia, where BMW Astra Serpong is the first official dealer in Indonesia to have access and facilities for handling BMW i-series vehicles.

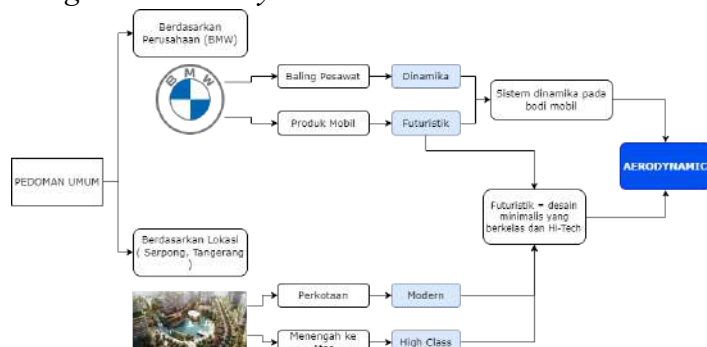
The BMW Astra Serpong showroom consists of indoor and outdoor display facilities which make it a vehicle showroom with the largest display capacity in Indonesia according to Anjar Leksana (2022). For the indoor display area, this showroom provides an area of 364 m². Activities carried out in the showroom display area are exhibitions, buying and selling, and test drives. Of course, these activities are supported by existing facilities, such as a driving gallery, BMW i-Corner and a mini-museum.

Table 1
Image Analysis

Problem Components	Description	Key Words	Image	Conclusion
Vision and Mission	Prioritizing customer satisfaction and new product introduction	Dynamic Exclusive High Class	Futuristic Classy	
Activity	Providing services in the form of services and products related to BMW products	Luxurious Hi-Tech Exclusive Elegant	Luxurious	
Logo	Blue, white and transparent	Reliable Luxurious Open	Independent	Future Luxury
Location	Astra Biz Center No. 11D, BSD City, Serpong Tangerang	High Class Productive Public	Modern Urban	
Users	Man and Woman Age 20-50+	Formal Trendy Elegant Exclusive	Universal Executive	

Based on Table 1, the image of the BMW Astra Serpong Showroom is *Futuristic, Luxurious, Modern, Executive, Classy* and *Universal*. So, it can be concluded the strongest image is *Future Luxury*. This showroom has a dynamic and classy nuance, so it fits the BMW company's target market, which is the upper-middle-class.

Figure 3
Design Theme Analysis



Based on the results of the above analysis, the design of the BMW Astra Serpong Showroom is suitable for using the *Aerodynamic* theme, which is inspired by the modern and classy city of BSD, so it fits with a more futuristic design. This theme is also inspired by BMW's main product, which is a car that has a dynamics system and a curved car body design that still looks classy. The word "aerodynamic" itself has an important meaning for BMW, namely "More Agility, Less Drag" based on the BMW Efficient Dynamics (2022).

The author has also carried out an analysis of the size and space requirements, and the results of the analysis state that the total amount of space required is 260 m². So attached is a bubble

diagram of the relationship between the spaces in the display area of the BMW Astra Serpong showroom.

Figure 4
Bubble Diagram of Relationships Between Spaces



From the analysis of the relationship between these spaces, the author has made several alternative zoning and blocking layouts in the display area of the BMW Astra Serpong Showroom and then selected the best layout, which is used as a guideline for compiling furniture layouts for the BMW Astra Serpong Showroom. The following are the selected layouts:

Figure 5
Selected Furniture Layout



Based on Figure 5, the showroom display area is designed with an open plan concept, in accordance with current showroom design trends, which are generally open but still organized. According to Francis D.K. Ching (1995: 216), an open plan is a floor plan that has no space restrictions said Andraini (2022).

The furniture layout is then implemented using an aerodynamic concept that displays the image of future luxury. The following is the result of this implementation on the display area of the BMW Astra Serpong Showroom.

Figure 6
Manual Sketch of BMW I-corner and Mini-Museum



After making these manual sketches (Figure 6), the selected designs are then developed into digital 3D design. The following results of the design development that has been carried out by the author:

Figure 7

3D perspective of BMW I-corner and Mini-Museum



The application of imagery in the display area has a more futuristic feel in accordance with the increasingly futuristic design of BMW cars. This area uses a lot of shiny materials. For the impression of luxury in the futuristic design, it comes from the selection of smooth and shiny textured materials. The reflection of light from this material can produce a different feel in a room that uses this material (Figure 7).

In accordance with the futuristic concept, the ceiling concept uses a combination of the drop ceiling and up ceiling designs which are decorated with LED strip lights to make it look more futuristic. Using membrane material and glass acrylic. This is regulated according to the needs of each area. For the floor concept, use materials that are easy to clean and shiny, such as epoxy polishing cement, ceramics, and melamine. Play a floor leveling but not too high to support the universal design concept as seen on Figure 8.

Figure 8

3D Perspective of Driving Gallery



The lighting itself is an important factor in the futuristic design concept. The Showroom display area uses natural and artificial lighting, where natural lighting is obtained from sunlight entering the room through the glass windows in the showroom. Meanwhile, artificial lighting is obtained from downlights, spotlights and indirect light. Using membrane lamps, downlights and spotlights as general lighting and focal glow, as well as LED strips as a play of brilliance (Figure 8).

For ventilation, the display area of this showroom uses a 3 PK Central AC at several points so that the room temperature spreads evenly. The Showroom display area also uses speakers that function to play music and make announcements. This area is also equipped with various security and safety systems, consisting of CCTV, sprinklers, smoke alarms, and emergency alarms, which are installed in several corners of the showroom display area.

The colors in the BMW showroom display area are dominated by BMW corporate colors, namely white, gray, blue and black. Materials are also carefully selected to suit BMW's corporate identity, which applies high standards and premiums. The shapes used have a simple design and are also inspired by straight and curved lines, thus displaying a contemporary and futuristic style. Using movable furniture because it fits the futuristic style that is practical and flexible.

The author has distributed short questionnaires to 20 people regarding their opinions on the results of this design, and the following are the results:

Figure 9
Questionnaire Results 1

Menurut anda, apakah perancangan interior area BMW i-Corner ini sudah menampilkan kesan futuristik, luxury dan aerodynamic?
20 jawaban

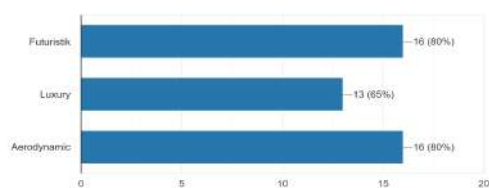


Figure 10
Questionnaire Results 2

Menurut anda, apakah perancangan interior area BMW mini-museum ini sudah menampilkan kesan futuristik, luxury dan aerodynamic?
20 jawaban

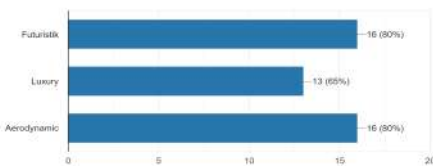


Figure 16
Questionnaire Results 3

Menurut anda, apakah perancangan interior area driving gallery ini sudah menampilkan kesan futuristik, luxury dan aerodynamic?
20 jawaban

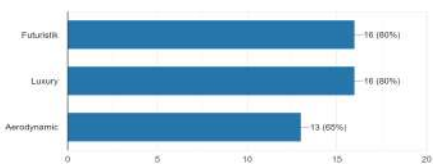


Figure 16
Questionnaire Results 3

Jika desain interior Showroom BMW Astra Serpong didesain seperti demikian, apakah anda tertarik untuk mengunjungi showroom ini?
20 jawaban



The questionnaire, shows that 80% of respondents answered that the results of this design already display a futuristic, luxurious, and aerodynamic impression. And more than 80% of respondents agree that this design has achieved the existing design objectives, and all respondents who are interested in visiting the BMW Astra Serpong Showroom with the concept future luxury in the interior of display area.

4. CONCLUSIONS AND RECOMMENDATIONS

The interior design of the BMW Astra Serpong showroom display area uses an aerodynamic design concept that displays the image of future luxury, where this concept is very much in line with BMW's corporate identity. This concept is dominated by curved lines and has wide circulation so that it is safe and comfortable for all types of visitors, both children, the elderly and also persons with disabilities. This showroom is also dominated by BMW's corporate colors, namely, white, blue and black. Do not forget to use high-standard furniture and materials so as to provide a representative feel so that visitors feel appropriate and commensurate when entering the showroom. based on the results of questionnaires to informants, it can be concluded that the concept of future luxury has been successfully implemented in the interior design of the BMW Astra Showroom Serpong, with an average of 80% of respondents being able to see and feel the application of the concept which gives the impression of futuristic, luxury and aerodynamics. In addition, the resulting interior design has also been able to represent the identity of BMW's corporate image.

Acknowledgement

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