

THE IMPACT COLOR ON PSYCHOLOGY USERS IN SPRINGS CLUB GADING SERPONG

Nadya Oktalina Irahadi¹, Fivanda^{*2} & Fabianus Hiapianto Koesoemadinata³

¹Interior Design Department, Universitas Tarumanagara, Jakarta, Indonesia
Email: nadya.615200055@stu.untar.ac.id

²Interior Design Department, Universitas Tarumanagara, Jakarta, Indonesia^{*}
Email: fivanda@fsrd.untar.ac.id

³Interior Design Department, Institut Kesenian Jakarta, Jakarta, Indonesia
Email: fabianus@ikj.ac.id

^{*}Corresponding Author

Enter: 11-06-2024, Revised: 08-07-2024, Accepted: 29-08-2024

ABSTRACT

Most workers feel overwhelmed because they are constantly working on the same routine almost every day. Each individual's psychology can be triggered through being emotional to the surrounding environment. Exercise is proven to reduce the effects of burnout as physical activity can reduce the effects of anxiety. However, lack of motivation is one of the main obstacles in living a healthy lifestyle by exercising. So that research is carried out that focuses on increasing public interest in exercising through the design of The Springs Club. In the context of space design, visuals and interactions between individuals aim to create calmness, intimacy, and other psychological aspects of the space visited. One aspect is color selection. The importance of choosing the right color in the interior design of The Springs Club in order to provide peace and comfort for the psychology of visitors, especially activities in space. The type of research used is qualitative research with a case study approach through literature study data collection techniques, observation results, and questionnaires given to respondents aged 21-25 years. The research method uses qualitative analysis techniques with data reduction, data presentation, and conclusion drawing. The research parameters are how the psychology of each color in its application in interior design to visitors, as well as the suitability of applying color to the restaurant and lobby area at The Springs Club to the psychology of visitors. Based on the results of the design made, The Springs Club in Gading Serpong uses brown, blue, yellow, gray, and red colors. The colors applied to the interior are enough to have a good influence on the psychology of the users of the space. The psychology created is joy, optimism, calmness, and warmth. The psychological impact felt by visitors

Keywords: Color, design, interior, psychology, space

1. INTRODUCTION

With the current rapid development of technology, people's lifestyles are changing. Technology also facilitates human work in various fields of work. Over time, humans work with the help of electronic devices, especially for workers in companies engaged in fields that require workers to work in front of electronic devices such as computers. So that most of the activity time spent is sitting or just being in one room. This leads to the perception of being overwhelmed because they are constantly doing the same routine almost every day.

According to research from Future Forum, stress-induced burnout while at work has reached an all-time high since 2021. Quoted from CNBC, through a survey in six countries of 10,243 full-time workers, more than 40 percent experienced burnout, defined by the World Health Organization (WHO) as increased mental distance from one's work and negativism. Nearly half of those in the 18 to 29 age group, accounting for 48 percent, reported feeling more fatigued than those in the 30 and older age group, accounting for about 40 percent. A higher percentage of women reported staying tired, about 46 percent, compared to 37 percent of men (Melati, 2023). While there is no definitive reason why workers are experiencing increased burnout, experts believe that the overlapping of stress from the COVID-19 pandemic and economic uncertainty is creating stress and separation within groups.

Exercise is proven to reduce the effects of stress and maintain immune function, as physical activity can reduce the effects of anxiety even when just being at home. Lack of motivation is one of the main obstacles in living a healthy lifestyle by exercising. However, the survey found that implementing a healthy lifestyle and improving body immunity are the main motivations for respondents to exercise, especially during the COVID-19 pandemic. This is quite important considering that some people still find it difficult to implement exercise habits before the pandemic due to time constraints and lack of motivation. During the COVID-19 pandemic, the most popular types of exercise among respondents were running and home workouts (79 percent), as well as group sports such as soccer, badminton and volleyball (43 percent). These exercise activities are generally carried out in and around the home (40.2 percent), outside the home (31.8 percent), or in other buildings outside the home (28 percent) (Sitohang & Ghani, 2021).

The positive impact felt by respondents after making exercise a habit is the improvement of physical and mental health. Regular exercise can help strengthen the immune system. Most respondents exercised for 30-60 minutes once or twice a week. Physical activity performed by most respondents in the mid to high-intensity exercise program can help to strengthen the immune system of the body (Sitohang & Ghani, 2021). With a fairly high interest in exercise in the community, there is a need for complete accommodation as a means to rest, interact with others, and express themselves in order to efficiency and maintain public interest and awareness of the importance of exercise. One of the accommodations that can support these needs is the Club House (Setiawan & Choandi, 2020).

The Springs Club is a club for families that provides comfortable and complete modern facilities to establish social and business relationships for its members. Established on May 31, 2014, The Springs Club is engaged in leisure (sports, recreation, entertainment and tourism) with the tagline "the harmony of healthy living". In interior design, there are space-forming elements such as floors, walls, and ceilings that are organized into three-dimensional patterns according to the specific function and visual of an interior space, influencing how users understand and feel what is communicated through the space. The purpose of interior design is to improve function, enrich aesthetic value, and improve the psychological aspects of a room. Psychological or psychic is something related to the psychology of human being. The psychology of each individual can be triggered through emotionality towards the surrounding environment. Through productivity in doing various activities, each individual increasingly experiences psychological shifts in responding to things. External factors that can affect the psychological state of humans are interactions between individuals and visual factors. In the context of space design, visuals and interactions between individuals aim to create comfort, serenity, intimacy, and other psychological aspects of the space visited. One aspect in the visual design of a space is color selection. Color is the energy and light that is then reflected through all types of particles, molecules, and objects, thus creating light waves of a certain length (Karja, 2021). Colors are the fastest indirect communicators of messages and emotions (Bragg et al., 2017). Each color has a certain psychological effect on an individual's emotional response. Each color creates a different impression on a space, such as dark and light, hot and cold, exciting and calming, etc (Sari, 2005).

Color is a powerful element to communicate meaning that can affect the mood of space users. The application of color in space can serve as a powerful information channel for the human cognitive system, as well as improve human memory performance (Dzulkifli & Mustafar, 2013). Therefore, the importance of choosing the right color in the interior design of The Springs Club

in order to provide serenity and comfort for the psychology of visitors, especially in activities in accordance with each space function. It is necessary to know the psychology of each color and its impact on users before applying color to a space.

2. RESEARCH METHOD

The research focuses on increasing public interest in sports through the design of The Springs Club. The type of research that is used is qualitative research with a case study approach to understand the role of color in the interior psychology of users of The Springs Club in Gading Serpong by collecting various kinds of related information which is then processed to get a solution to the existing problem until it is resolved. The research subjects are visitors to The Springs Club consisting of all ages, ranging from toddlers, children, teenagers, adults, to the elderly who stop by the lobby and restaurant. The object of research is the psychology of each color and its impact on users of the lobby and restaurant space. Data collection techniques such as literature study, namely data collection by collecting literature, journals, and media related to the research title. Then do observation, which is data collection from the results of direct review to The Springs Club equipped with documentation in the form of photos and videos of factual conditions. Data collection was also carried out as a post-user evaluation of the interior space of the research object through a questionnaire.

Through qualitative data analysis techniques according to Miles et al. (2018), consisting of 3 (three) stages, which are: (a) Data reduction, which is to simplify the data that has been collected about The Springs Club and the study of color psychology theory according to research needs; (b) Presenting data that has been reduced neatly and systematically so that it has become information that is easy to understand; (c) Drawing Conclusions, the data that has been compiled is drawn conclusions and presented again in writing in a journal so that it is presented easily (Mustakini, 2018); (d) After the design drawing is finished and the analysis stage is given a questionnaire to respondents to find out opinions and feedback from the design results as an evaluation stage for design implementation as a post-user evaluation (Zimring, 2013) of the interior of this research object; and (e) The conclusion of the use of color in the sportsclub research object found.

Table 1

Research Parameter of the Impact of Color on Psychology of Users of the Springs Club Gading Serpong

Research Parameter	
1	Knowing the psychology of each color in its application in interior design towards the visitors
2	The suitability of color application in the space of the restaurant and lobby area at The Springs Club to the psychology of visitors

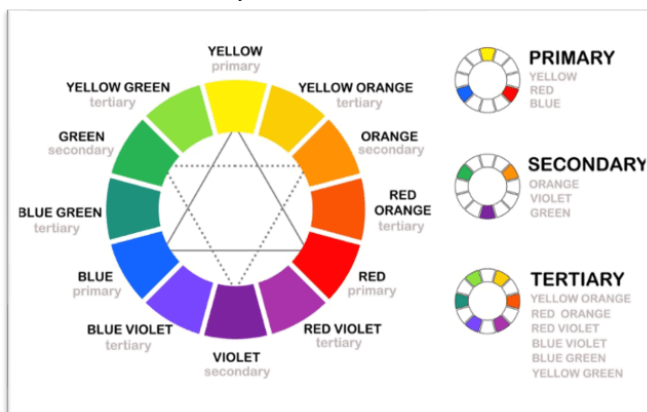
3. RESULT AND DISCUSSION

Exercise is proven to reduce the effects of stress and maintain immune function, as physical activity can reduce the effects of anxiety even when just being at home. Implementation of a healthy lifestyle and improve the body's immunity through exercise. With a high interest in exercise in the community, The Springs Club is an ideal and efficient accommodation as a means

to rest, interact with others, express ourselves, and exercise in one place. This can retain interest and increase public awareness of the importance of exercise.

In interior design, color is one of the important elements. The color wheel is the basis of color theory, which is a chart that maps all existing colors (Meilani, 2013). There are three types of colors based on their location on the color wheel, namely: (a) Primary Colors: The main color consisting of red, yellow, and blue, or can be referred to as Hue. These three colors can create other derivative colors if mixed; (b) Secondary Colors: Colors created by mixing primary colors in one color space; and (c) Tertiary Colors: Colors created by mixing one primary color with one secondary color in a color space.

Figure 1
Color Wheel Theory



The color wheel is divided into two, namely warm and cold colors. Red, orange, yellow, and their derivatives are included in warm colors, while blue, green, purple, and their derivatives are included in cold colors.

The following is the psychology of each color according to Yuwana (2021):

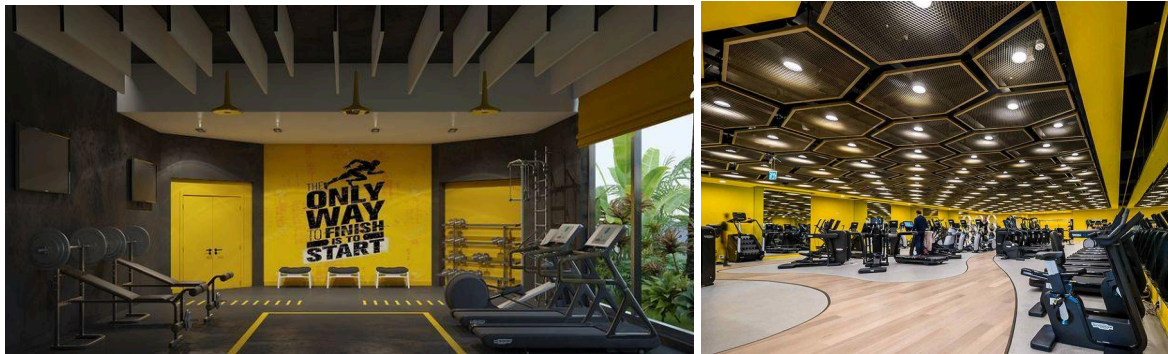
1. Red: a strong, dynamic color, symbolizing courage and strength. The red color is effective in attracting visitors, especially in applying to restaurant interiors.
2. Orange: symbolizes joy, warmth, enthusiasm, and friendliness. The orange color is also suitable for application in restaurant interiors because it can stimulate a person's appetite.
3. Yellow: symbolizes joy, happiness, optimism, and energy. Yellow can be used as an accent and not dominate the room because humans tend to lose patience if they are in a room dominated by yellow.
4. Green: symbolizes freshness, calmness, softness, and harmony. The green color should also be applied not dominantly in the room, but can be used as a color in the decoration. Green generally makes people feel emotionally safe.
5. Blue: symbolizes loyalty, trust, wisdom and calmness. The application of blue creates a cool look and is proven to lower blood pressure and heart rate, making it suitable for offices and meditation rooms. Blue is not recommended for use in restaurants and dining rooms as it can make diners experience a decrease in appetite.
6. Purple: symbolizes luxury, drama, and spirituality. Light purple symbolizes harmony, while dark purple symbolizes sadness, so the application of purple can be combined with neutral colors to keep the room bright.
7. White: symbolizes peace, purity, and innocence. The application of white to the space-forming elements can make the room feel wider and taller. White is one of the

colors that can be combined with various colors and is recommended to be combined, thus avoiding the impression of monotony and emptiness.

8. Brown: symbolizes modernity, warmth, and security. The application of brown color can make the room feel wider and warmer, but if it is overused, the room becomes stiff.
9. Black: Symbolizes sadness, mystery, luxury, and elegance. The use of black is intended with a serious and formal, should not be applied dominantly in the room, but can be used as an accentuation by mixing other colors.

Figure 2

Inspiration Sports Club with Energy Color of Yellow



This is the existing design of The Springs Club Gading Serpong, which uses colors that have less positive impact on the psychology of visitors, which are white, brown, and orange. The dominance of the excessive use of white color creates a monotonous and empty impression.

Figure 3

Lobby Area and Hallway of Existing The Springs Club Gading Serpong



Interior of Springs Club Gading Serpong dominated by yellow, blue, grey and brown color. For accents, brown color as neutral and represent natural theme. Blue color blue creates a cool look and is proven to lower blood pressure and heart rate (Anggraita & Marsya, 2016), making it suitable for lobby this club centre and also sports area. Yellow color to give more positive energy, symbolizes joy, happiness, optimism. Gray and brown color as an accentuation and neutral for interior of lobby. Behavioral psychologists believe that color affects our mind and body. According to German neuroscientist and psychiatrist Kurt Goldstein in his book *The Organism*, light enters from the eyes and skin, travels through neural pathways and affects the pineal gland in the brain, which in turn affects our body, mind and emotions (Miniletics, 2022).

Figure 4

Design of Lobby Area View 1



Figure 5

Design of Lobby Area View 2



Based on the design of The Springs Club, in the lobby area, the walls are finished with patterned wallpaper, gray texture paint, and dark blue and yellow paint. The floor uses a gray patterned ceramic floor. The ceiling uses a brown wood finish and light and dark blue paint.

Figure 6

Design of Springs Resto View 1



Figure 7
Design of Springs Resto View 2



The design of the Springs Resto area which is a "Peranakan restaurant" on the walls uses mirror material, patterned wallpaper in gray, wood, and yellow ceramics. On the floor using gray granite floors, Peranakan-style floor tiles in blue, beige, and yellow. Yellow color can bring more happiness and tasty of food. The ceiling uses light gray texture paint and brown wood, and is equipped with hanging installations made of rattan and brown wood. The furniture uses wood, acrylic, rattan, and dark blue and yellow texture paint.

Through the questionnaire data collection method, the results obtained from 15 respondents with ages 21-25 years old with classification not color blind and sports club user:

Figure 8
Results of Questionnaire Number 1

Have you ever done any activities in the Club House?
(ex. activities: sports, exercising, attending conferences or events, etc.)

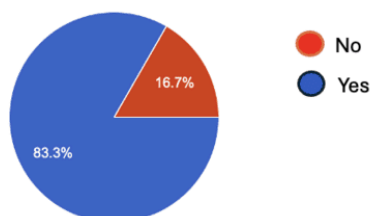
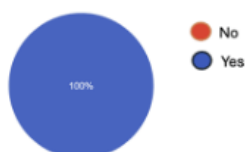


Figure 9
Results of Questionnaire Number 2 and 3

Do you think the colors used in the interior design results of The Springs Club can arouse your energy to be more productive?



What do you feel emotionally through the colors used in the following interior design result of The Springs Club?

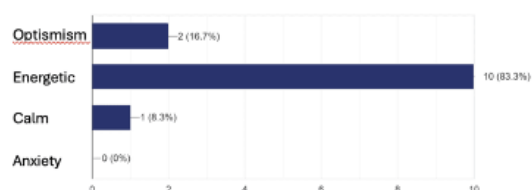


Figure 10

Results of Questionnaire Number 3 and 4

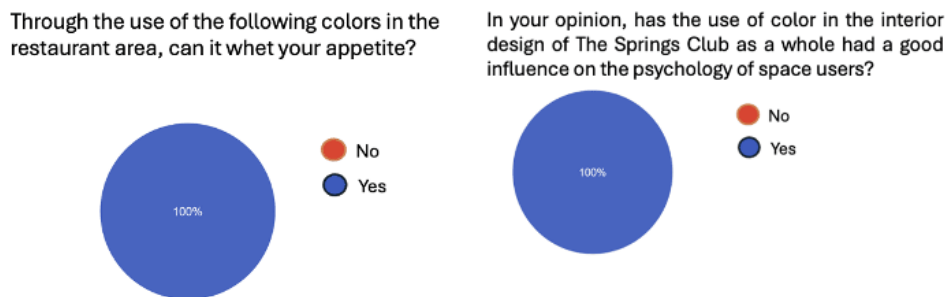


Table 2

Results of Questionnaire

No	Question	Results (%)
1	Have you ever done any activities in the Club House (Examples: sports, exercising, attending conferences and events)	No: 16,7 Yes: 83,3%
2	What do you feel emotionally through the colors used in the following interior design result of The Springs Club	Optimism: 16,7 Energetic: 83,3 Calm: 8,3 Anxiety: 0
3	Do you think the colors used in the interior design results of The Springs Club can arouse your energy to be more productive?	No: 0 Yes: 100
4	Through the use of the following colors in the restaurant area, can it whet your appetite?	No: 0 Yes: 100
5	In your opinion, has the use of color in the interior design of The Springs Club as a whole had a good influence on the psychology of space users?	No: 0 Yes: 100

Based on the results of the calculation of the questionnaire above, it can be concluded that the interior design of The Springs Club with the application of colors that are in accordance with the needs of space and color psychology, can have a good impact on the psychology of space users. Yellow color can bring more happiness and spirit. Blue color can give a calm mood.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the design made, The Springs Club in Gading Serpong has a dominant brown color which is obtained through wood and rattan materials. The gray color is also quite dominating to neutralize other colors in the space-forming elements. Psychologically, yellow symbolizes joy, happiness, optimism, and energy. With the application of yellow in the lobby area, it can be a good welcomer for visitors because it generates energy to be productive at The Springs Club. The use of yellow is also quite widely used in restaurants because yellow can arouse appetite and enjoyment of taste. Blue symbolizes loyalty, trust, wisdom and calmness, creating a cool look. Because the blue color is not recommended for use in restaurant interiors but still wants to show the color of the restaurant's identity, the blue color is used only as an accent such as on furniture and some floor areas only. Brown symbolizes modern, warmth, and security. The application of brown color creates a warm and spacious impression, so that visitors are comfortable to move in it. Through the resulting design, the colors applied to the interior are enough to have a good impact on the psychology of the users of the space. The psychology created is joy, optimism, calmness, warmth, and others. So that visitors who come do not feel overwhelmed and can do their activities in The Springs Club comfortably and productively through individual emotional responses to space and color.

Acknowledgment

Thank you to the management staff of The Springs Club in Gading Serpong for cooperating with the observations and also Interior Design Study Programme of Universitas Tarumanagara Jakarta who always supports this process of research and design.

REFERENCE

- Anggraita, A. W., & Marsya, I. H. (2016). Studi pengaruh warna pada interior terhadap psikologis penggunaanya studi kasus pada unit transfusi darah kota X. *Jurnal Desain Interior*, 1(1), 41-50. <http://dx.doi.org/10.12962/j12345678.v1i1.1461>
- Bragg, D., Azenkot, S., Larson, K., Bessemans, A., & Kalai, A. T. (2017). Designing and evaluating livefonts. *Proceedings of the 30th Annual ACM Symposium on User Interface Software and Technology*, 481-492. <http://dx.doi.org/10.1145/3126594.3126660>
- Dzulkipli, M. A., & Mustafar, M. F. (2013). The influence of colour on memory performance: A review. *The Malaysian Journal of Medical Sciences: MJMS*, 20(2), 3-9. <https://pmc.ncbi.nlm.nih.gov/articles/PMC3743993/>
- Mustakini, J. H. (2018). *Metoda pengumpulan dan teknik analisis data*. Andi Offset.
- Karja, I. W. (2021). Makna warna. *Prosiding Bali Dwipantara Waskita: Seminar Nasional Republik Seni Nusantara*, 1(1). <https://eproceeding.isi-dps.ac.id/index.php/bdw/article/view/260>
- Meilani. (2013). Teori warna: Penerapan lingkaran warna dalam berbusana. *Humaniora*, 4(1), 326-338. <https://doi.org/10.21512/humaniora.v4i1.3443>
- Melati, A. W. (2023, March 18). *Penelitian: Kejenuhan kerja meningkat di seluruh dunia, generasi Z, milenial, hingga wanita paling stres*. Liputan6. <https://www.liputan6.com/on-off/read/5235162/penelitian-kejenuhan-kerja-meningkat-di-seluruh-dunia-generasi-z-milenial-hingga-wanita-paling-stres?page=2>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2018). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications. <https://books.google.co.id/books?id=fjh2DwAAQBAJ>
- Sari, S. M. (2005). Implementasi pengalaman ruang dalam desain interior. *Dimensi Interior*, 3(2), 165-176. <https://doi.org/10.9744/interior.3.2>
- Setiawan, V. A., & Choandi, M. (2020). Club house rekreasi dan seni. *Jurnal STUPA: Sains*,

- Teknologi, Urban, Perancangan, Arsitektur*, 2(2), 2103-2112.
<http://dx.doi.org/10.24912/stupa.v2i2.8584>
- Sitohang, M. Y., & Ghani, M. W. (2021, February 9). *Survei: Pandemi COVID-19 naikkan popularitas dan durasi olahraga di rumah*. The Conversation.
<https://theconversation.com/survei-pandemi-covid-19-naikkan-popularitas-dan-durasi-olahraga-di-rumah-154187>
- Yuwana, A. (2021, May 16). *Psikologi warna dalam interior*.
<https://www.adityuwana.com/post/psikologi-warna-dalam-interior>
- Zimring, C. M. (2013). Post-occupancy evaluation and implicit theory: An overview. In W. F. E. Preiser (Ed.). *Building evaluation*. Springer.
https://doi.org/10.1007/978-1-4899-3722-3_9