

DURABILITY AND STRENGTH ANALYSIS OF DISPLAY SHOWROOM KITCHEN APPLIANCES KITCHENART JAKARTA

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ABSTRACT

KitchenArt showroom is one of the kitchen appliances showrooms that sells a variety of kitchen equipment, both from local and international brands. The interior design of this showroom applies the theme "Convert The Kitchen Into A State Of Art" with a modern style. This design aims to apply the use of durable materials in the showroom area. In interior design, the application and selection of materials must be considered properly so that it gives the impression of a space that matches the image you want to display. The design of the showroom is also adjusted to the identity of each brand of kitchen appliances with the aim of highlighting the advantages, functions, and country of origin of the brand. The showroom aims to provide a tangible experience for clients so that they can feel the atmosphere as if they are in their own kitchen area. The showroom also provides a space for visitors to do a trial of the kitchen equipment they will buy. The data collection methods used are literature study and non-participant observation. The use of descriptive qualitative research methods aims to create a description or description systematically. The application of materials in the showroom has been adjusted to their respective needs, such as the use of homogenous tiles on the floor because of its easy maintenance and gives a luxurious impression on the space, the use of gypsum on the ceiling and some parts of the walls, as well as other durable materials in other space elements.

Keywords: Durable, image, interior, material, showroom

1. INTRODUCTION

Material is the basic element needed to create the appearance of each architectural or interior design element. Each type of material used or applied creates a different impression on the object, texture, color, reflection, and others. Basically, materials are used to provide strength, function, and create the aesthetics that designers want during architectural design, depending on the type of material used. Durable materials are those with physical properties that allow them to resist wear, damage or degradation over long periods of time, often under adverse conditions. These materials exhibit characteristics such as strength, toughness, and resistance to various forms of damage, making them suitable for long-term use in a variety of applications. In the context of interior design, the term "material" refers to any material, fabric, finish or element used in the construction, furnishing or decoration of the interior space of a building or room. The selection of materials for interior design plays an important role in determining the aesthetics, functionality and overall ambience of the space. In interior design, the application and selection of materials must be considered properly so as to give the impression of a space that matches the image you want to display. Showroom or in Indonesian can be interpreted as a showroom, is a physical space or facility used to display and present products to prospective buyers or clients. Showrooms are commonly used by retail businesses, manufacturers, or service providers to allow customers to see, touch, and feel the offerings in a real setting. Showrooms are divided into 2 (two) types, namely (a) permanent showroom: Showrooms that are used for the long term

and are settled; and (b) temporary showroom: Showrooms that are used only for a certain period of time such as exhibitions.

In this paper, the showroom in question is the KitchenArt showroom which sells kitchen appliances. KitchenArt is a permanent showroom that sells kitchen appliances that are dominated by international brands so that the showroom design and finishing materials in the showroom play an important role in displaying the image of the luxury of the brand being managed and providing comfort for visitors. The showroom aims to provide a real experience for clients so that they can feel the atmosphere as if they are in their own kitchen area. Some products and other complementary elements can be tried on and used repeatedly, requiring materials that are durable and can withstand the pressure generated during experiments in the area. Therefore, the application of materials that have high durability must be applied and considered properly to support the durability of the display area in the showroom.

The use of quality and durable materials is a form of long-term investment so that it will facilitate users from having to replace interior components regularly. In addition, choosing durable material options will make users more flexible in carrying out activities in it. Most of the showroom area is dominated by kitchen set exhibitions and some of them can be used for live cooking so that more attention must be paid to the use of materials and maintenance. Therefore, some recommended materials according to Eiler (2018) are (a) Quartz Countertop: It is a granite material, both natural and artificial. It is currently being widely applied for finishing the table top area due to its solid surface, durability, wide variety of colors and patterns, and easy maintenance. However, some granites have less resistance to heat that can change the appearance; (b) Composite Sink (Granite Composite Sink): This artificial stone sink feels as solid as stone, and its non-porous surface is scratch-resistant and easy to clean. Plus, the darker-colored version can cover dirt spots and food debris; and (c) Kitchen Cabinets: Most cabinetry is made from several types of engineered wood products, such as particle board, Medium Density Fiber (MDF), and plywood. These materials have different qualities and their use can be customized according to individual needs, but all three materials are durable.

In addition, according to Livspace (2022) several material options for finishing durable kitchen cabinets are (a) Acrylic: A type of coating similar to lacquer, acrylic coating for kitchen cabinets is a non-toxic and reflective glossy coating that can give the cabinet a highly polished look. This high-quality synthetic material comes with a perfect mirror-like finish that is durable, and does not crack or chip easily; and (b) Laminate: This is a manufactured material that is commonly used in kitchen cabinets. Basically, it is made by pressing a thin layer of flat paper and plastic resin, the top layer of which is printed with decorative patterns or colors.

Each of these finishing materials has different advantages and disadvantages. However, both of them can be a strong enough and good choice to be used for kitchen cabinetry. The materials used in the show-room will be adjusted to the needs of each area and furniture and adjusted to the concept of the theme "Convert The Kitchen Into A State Of Art" with a modern style.

2. RESEARCH METHOD

Data collection methods include literature study and non-participant observation. Observations were conducted directly on the existing building used for the showroom area located at Letjen S.Parman Street, kavling number 29A, Slipi, West Jakarta. The selection of interior materials is adjusted to the requirements of durable materials obtained from literature studies. The problem factors mentioned cannot be measured through calculations or measurements based on the data

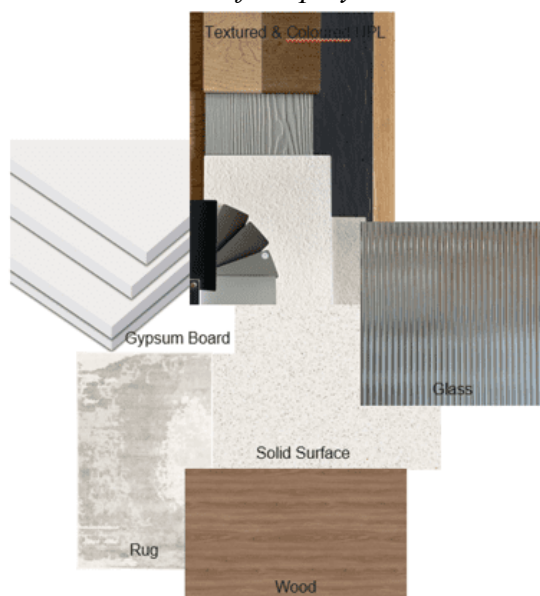
obtained, so the relevant method in analyzing this problem is a descriptive qualitative method. Descriptive research aims to make a description, picture, or painting systematically, accurately and accurately about the facts, characteristics and relationships between the phenomena being investigated.

3. RESULT AND DISCUSSION

Material in the interior is the concept of physical consolidation of materials that inform about the environment of the space around us, so that the material in the interior environment can affect how a person feels and experience in the room, either just being in the space temporarily or inhabiting the space for a longer time (Medina & Rostika, 2014). The concept in the interior design of the kitchen appliances showroom KitchenArt Slipi, West Jakarta shows a modern, luxury and cozy image. This is a reference for designing and applying materials that can describe the image but have good durability for a long period of time. In addition, space-forming elements in the showroom such as floors, walls, ceilings are also important to consider so as to create a comfortable and safe space for visitors. Materials can be adjusted to the needs of the space.

Figure 1

Material Scheme of Display Showroom and Cooking Class “Kitchenart”



The following materials are used in the design of the showroom:

a. Floor

Homogeneous tile is a type of hard floor covering material that is strong and durable. In addition, there are several advantages of homogenous tile according to Mapei (2023).

b. High durability and longevity

One of the main advantages of homogenous tile is its high durability and longevity. This is very necessary in the KitchenArt showroom area because it is a type of permanent showroom that will be used for a long period of time.

c. Easy maintenance

Homogenous tiles have a smooth and dense surface, making them easy to clean and maintain. This advantage makes it ideal for areas that are at risk of stains or dirt, such as in the kitchen and showroom areas because the areas will be used frequently. This material is used in the cooking

class area and the KitchenArt showroom display area because the advantages of the material match the needs of each area.

Figure 2

Application of Homogenous Tile in the Reception Area

Figure 3

Application of Homogenous Tile in Cooking Class Area



1. Wall and Ceiling

a. Gypsum 12 mm

Gypsum is one type of material that is quite easy to find and commonly used in interiors because this material is resistant to water and fire. This material has a long durability, is easy to clean, and also does not require much maintenance (Lushnikova & Dvorkin, 2016). Gypsum material is used in all parts of the showroom ceiling and some parts of the walls or partitions.

Figure 4

Application of Gypsum on Wall and Ceiling

b. Wooden Panel

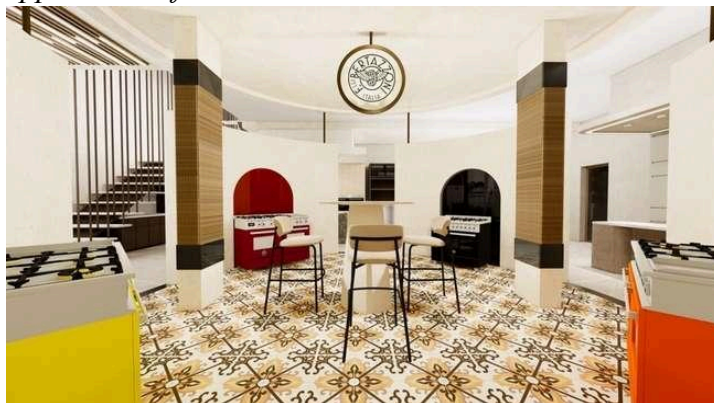
Plywood, also called as plywood, is a type of manufactured board that consists of layers of wood glued together and used as wood paneling. The wood paneling used is plywood coated with HPL finish. The way plywood is made is easy, flexible, cheap, and can be shaped and recycled. (Hartono, 2013). Therefore, plywood is widely used papda space-forming elements in the showroom. The use of plywood is used in some parts of the space partition and some as an accent on the ceiling. Unused pieces of wood can be utilized to make particle board (Desty & Fivanda, 2024).

Figure 5

Application of Wood Partition

Figure 6

Application of Wood Partition with Column



c. Glass

Glass is transparent, environmentally friendly, strong, readily available, and relatively cheap (Achintha, 2016). Glass has a very high level of transparency and is easy to be entered by natural sunlight. In addition, glass has a very high level of flexibility so that it is easily formed as desired. The use of glass windows, glass room dividers, and other glass implementations in your interior will continue to leave a modern and timeless impression. Also creating a spacious effect. Glass material is used on the facade of the showroom building which aims to facilitate natural sunlight into the room.

Figure 7
Application of Glass for Entrance Receptionist Area

Figure 8
Application of Glass Partitions in Cooking Class Area



2. Finishing

a. HPL

HPL material, also known as high-pressure laminate, is a finish material made with high pressure and heat temperatures reaching approximately 1000 kilograms per square meter and 140 degrees Celsius. This material is made from resin-impregnated kraft laminate sheets (kraft paper), a decorative layer, and a clear laminate layer. The advantages of furniture using HPL material are that it is economical, has a wide selection of motifs and colors, and is durable. Therefore, most of the furniture and room finishing in the showroom use HPL.

Figure 9

Application of High Pressure Laminated (HPL) as Interior Finishing

b. Solid Surface

Solid surface is known as a material that is similar to marble or granite because of its color patterns and motifs (Hefiane, 2021). It is a synthetic material whose main ingredients are acrylic and resin that has color pigments or marble grains. Besides of that , solid surfaces have a good level of elasticity. This allows it to be bent to create a certain impression. Not only that, solid surfaces can also be joined with the meeting line at the joint barely visible. In the showroom area, solid surface is mostly used in furniture (table) because there are many activities such as cooking.

Figure 10

Application of Solid Surface for Top Table in Display Area



4. CONCLUSIONS AND RECOMMENDATIONS

The use of interior materials in the KitchenArt Kitchen Appliances Showroom has been selected and adjusted according to the criteria of durable materials for the showroom area. Materials used in space-forming elements such as floors, walls, ceilings are durable and easy to maintain. Finishing materials on furniture display and kitchen set are dominated by HPL and the use of solid surface, marble, or granite for the table top, this is because there are several kitchen sets that can be used to do live cooking so that they will be widely used and exposed to impact or heat. Overall, the application of durable materials in the interior of the showroom area has met the appropriate requirements.

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