

# Bohemian Luxury style in the interior design of a coffee house and barista training

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## ABSTRACT

This Bohemian Luxury Coffee House Interior Design and Barista Training aims to (1) produce a coffee house interior design that is able to fulfil commercial, educational, and entertainment functions. (2) Providing interior design for a coffee house with a bohemian luxury style. The method used in this research is programming, including literature study, survey, and interview. Then data analysis, development of ideas, and design methods. From this analysis, it can be concluded several things (1) The interior design of the Coffee House and Barista Training as a solution for coffee lovers to gather and share knowledge about the types of coffee or the correct coffee making (2) Shapes, colours and materials applied according to with the theme of bohemian luxury in all interior elements. (3) The atmosphere of the space that is raised is a relaxed, comfortable, and elegant atmosphere.

## KEYWORDS

Coffee House;  
Barista Training;  
Bohemian Luxury;  
Design Interior

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## 1. Introduction.

Rumah Kopi or coffee house is a place that provides all things related to coffee, as well as being a place of education about coffee, coffee making, and others (Sudiartini et al., 2020). The coffee house itself cannot be separated from the word coffee shop, and the first coffee shop built in Indonesia in the 1878s was precisely located in Hayam Wuruk, Jakarta. Initially, drinking coffee has been a habit of Indonesian people since ancient times. This is because Indonesia is one of the best coffee bean producers in the world (Nugroho, 2014). Some areas famous for their coffee bean production are Aceh, Lampung, Medan, Java, Ternate, Sulawesi, and Flores. Even for ancient Europeans, the delicious brew of coffee that they sipped more familiarly called java. In Indonesia, the age of coffee connoisseurs is ranging from teenagers to adults and even seniors, so they are countless. For them, coffee is a daily consumption and is part of everyday food and beverage. The word café (in the sense of coffee shop) comes from French, Cafe, which also means coffee. Café, that is used to be located on the side of the road and austere, now, goes into the buildings of star hotels or malls, with various names. One of them is a coffee shop that now practically serves main-course meals as well, also facilitates guests with drinks and snacks (Motoki et al., 2021).

As Sahro (the Marketing Manager of Coffee Bean & Tea Leaf) stated, currently there is a shift. Those who used to drink coffee at star hotels now switch to do it at coffee shops. This is possible because they want to find a new atmosphere they do not find in the hotel. "In coffee shops, it feels more free and homely, the atmosphere is made like it's your own home," Sahro said. Along with the rise of western culture-style beverage trends, with various types of soft drinks and beer, the craze of people enjoying coffee was eliminated, especially among teenagers. But since the late 1990s, coffee began to return to demand. It is seen from the number of coffee shops or cafes. In facts, the initial concept of coffee shops that only sell coffee is now experiencing an expansion of meaning. Coffee shops now, in addition to selling coffee, also offer their atmosphere. The rise of coffee shops today cannot be separated from the influence of big city lifestyle that offer a lot of fun for entertainment seekers and become favorite "hangout" spots for young executives in office areas in Jakarta, and now widespread among teenagers. The phenomenon of

café-goers was later referred to as part of the lifestyle in big cities (cccc). An article in a teen magazine, Seventeen, found that coffee is becoming a trend of Indonesian teenagers today. "Of the questionnaires we have, 60% of Seventeen readers aged 16 to 22 are happy to go to malls and hang out at cafes. In the cafés, coffee is the main thing they are looking for," Tenik Hartono, Editor-in-Chief of Seventeen Indonesia magazine told reporters. According to Tenik, all this time teenagers just order coffee because it is trending and sounds cool like Cappuccino and Latte, without knowing the true meaning. Marketing Manager of PT Santos Jaya Abadi which produces Fire Ship Coffee Sabrina Kharisanti said, the trend of café communities continues to increase, especially in major cities. The trend is recognized to be very positive to increase the passion of drinking coffee. Although the trend is only limited to "hanging out" in cafes, gradually but surely people will understand the taste of coffee and how to mix it (Herlyana, 2012).

To enjoy coffee, everyone has their own way, one way is by choosing a coffee shop with good service / luxury in the hope that consumers will feel satisfied after they paid a considerable amount of money in the coffee shop. In addition, the baristas also one of considerations in selecting the coffee shop. The baristas must be making the menu properly, both in size and dose, because a little mistake can even reduce the quality of the taste even make it completely different. Baristas must also have speed, accuracy, friendliness, and also skill (Abele et al., 2021). The speed here means the speed of menu processing despite limited machinery and equipment even though there are many customers waiting. This makes customers more comfortable because they do not need to wait too long for the menu ordered. Then, the baristas must also have hospitality (a friendly attitude) showed directly to the customer when the customers arrive until they finish enjoying the menu. Baristas must also have all the skills possessed by baristas ranging from processing menus to serving menus. The service of the barista is what makes it a complete coffee shop and increasingly makes customers interested to come again. The coffee industry is currently growing very rapidly. This has a new impact for coffeeshops to expand again into coffee houses. With the current coffee houses, it is interesting for customers who want to open a business related to coffee to study in the coffee houses. With the increase of coffee enthusiasts in Indonesia, it would be better if the coffee shop also provides some knowledge related to coffee, so that the visitors do not only enjoy coffee but they also can learn the history, type, and the process. With the interior design of this coffee house and barista training, visitors can get experience in enjoying Indonesian coffee and getting information about Indonesian coffee, not only commercially but also educatively (Song et al., 2019). By applying elements of bohemian luxury style to the design concept, it will give a different impression to the café which is usually modern, industrial, and minimalist, so that visitors do not get bored and this can become something new and interesting.

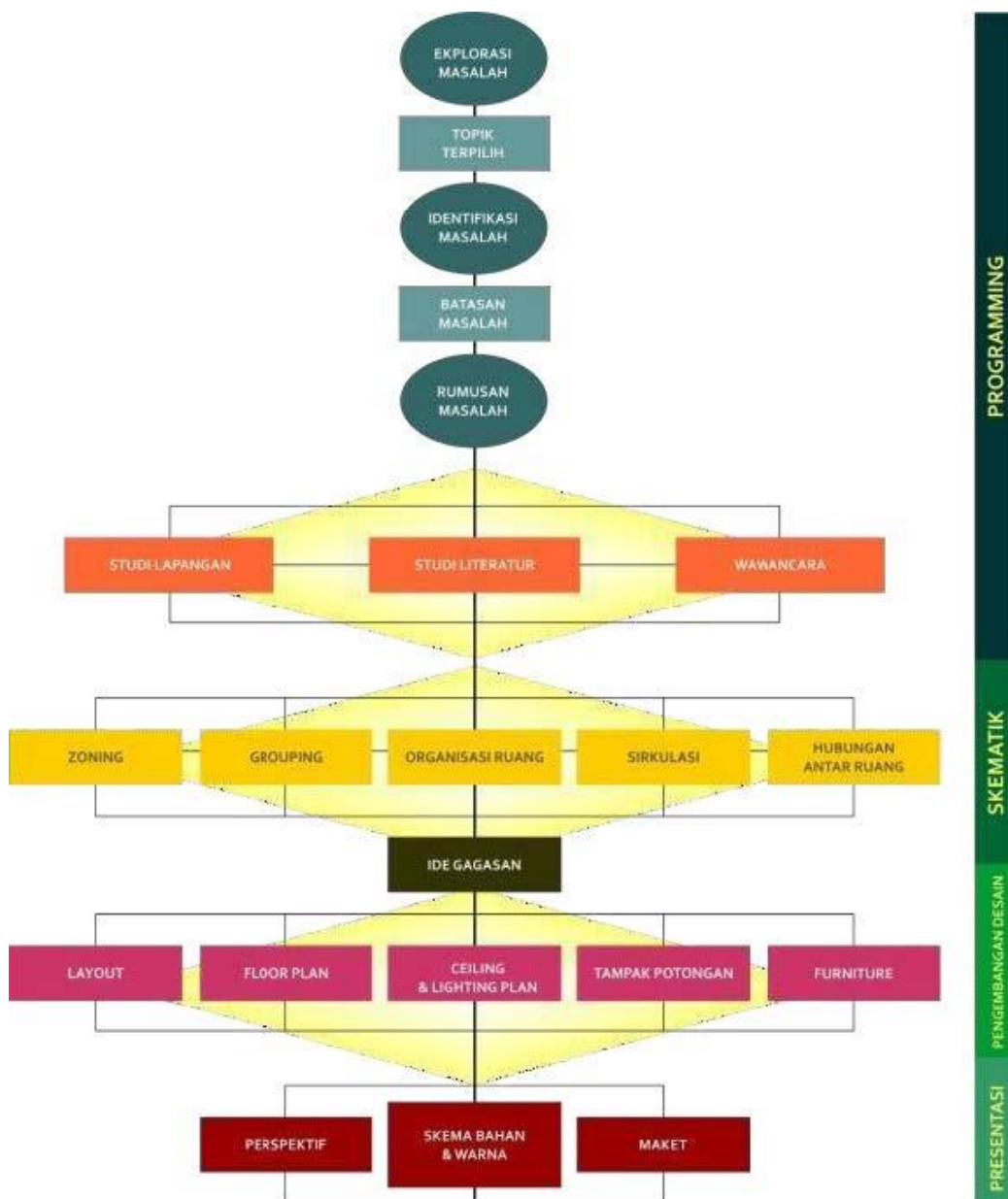
## 2. Method

The design methodology used is based on the references by David K. Ballast. This process is developed following the previous schematic image.

- After the project topic is determined, the data collection steps are carried out through; surveys, surveys of consumers related to what they do when they come to coffee shops. Interview, Interviews are conducted to collect data directly from consumers and coffee lovers. Observation is made to obtain field data related to similar facilities that already exist, including capturing the interior atmosphere that is realized. Documentation is done by taking pictures with a mobile phone camera in rooms related to coffee shop places.
- The data that has been collected is then analyzed to be compiled schematic concepts consisting of; Zoning, Grouping, Size of Space, Space Organization, Circulation Flow, Inter-Space Relationship Patterns
- Idea Development, in the interior project of the coffee shop in Bawen, design concepts were developed by taking ideas from nature, considering the location that is between the vast coffee garden fields. This project's design was created using freehand sketching media as well as computers, specifically the AutoCAD and sketch up apps. Manual sketches are preliminary drawings used to develop ideas, whereas communication media are only temporary (Olofsson &

Sjolen, 2006). The steps taken are the following; (1) Drawing pictures of variations in the shape and size of space components or furniture with hand sketches; (2) Replacing a 2D design image to the AutoCAD application; (3) Creating a 3D version adapted from the AutoCAD app to the Sketch Up app; (4) Creating space and furniture components with Sketch Up app; (5) Selecting and applying materials.

- Development of Ideas, in the interior project of this coffee shop located in Bawen, the design concepts were developed by taking ideas from nature—considering the location between vast coffee garden fields. The design development on this project was done using freehand sketching media as well as computers, such as Autocad and sketch up applications. The steps taken were the following; (1) Drawing pictures of variations in the shape and size of space components or furniture with hand sketches; (2) Transporting a 2D room shape image to the Autocad app; (3) Creating a 3D shape adapted from the Autocad app to the Sketch Up application; (4) Creating a space and furniture components with Sketch Up apps; (5) Selecting and applying materials. The design process for the Final Task project refers to Figure 1.



**Fig. 1.** The Design Process.

### 3. Results and Discussion

#### 3.1. Literature Review

##### 3.1.1. An Overview of the Coffee House and Barista Training

Hous is a complete part of the settlement, and not a mere physical result, but rather a process that continues to develop and is related to the socio-economic mobility of its inhabitants over a period of time (Basri, 2012). Coffee is a type of plant that is widely grown in Asia, Latin America and Africa, and from the processing of the beans extraction, coffee is ready as a mixture of beverages, usually brewed in hot water (Rahardjo, 2012). Coffee is a beverage produced by brewing coffee beans that have been roasted and mashed into powder. Coffee is one of the commodities in the world cultivated by more than 50 countries (Shofwan et al., 2021). Two commonly known varieties of coffee plants are Robusta Coffee (*Coffea canephora*) and Arabica Coffee (*Coffea arabica*). The coffee processing before it can be served goes through a long process that is from harvesting ripe coffee beans both by machine and by hand. The next stage is coffee cherries processing and drying to become the coffee beans. The next process is roasting with varying degrees. After the roasting process, the coffee beans are ground or mashed into coffee powder before the coffee can be brewed and served to drink (Souza Almeida et al., 2021).

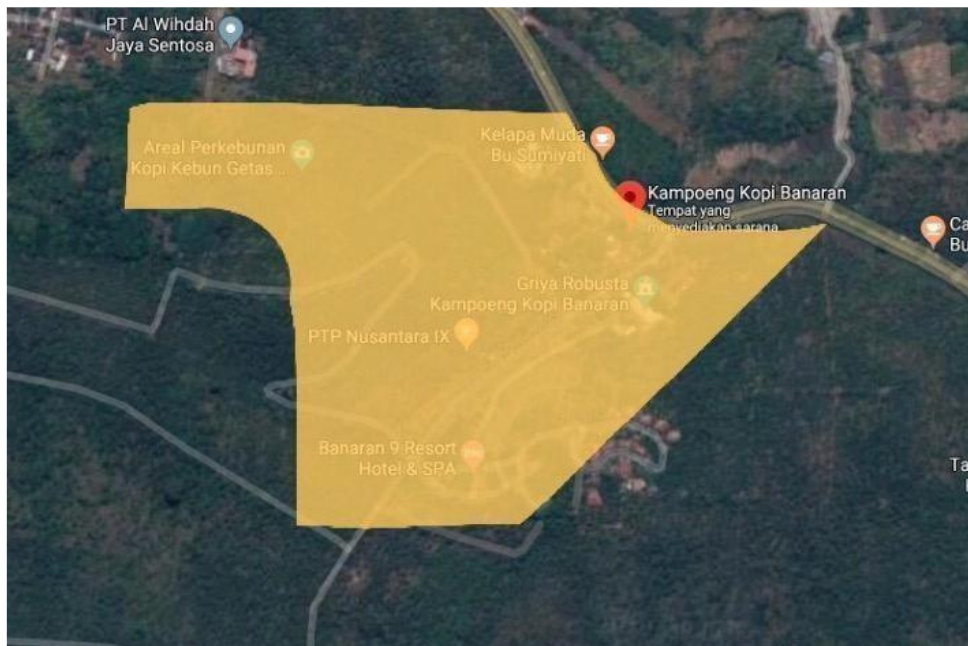
Coffee House is a place that offers the needs about coffee, from a gallery about coffee to training how to make coffee properly. The purpose of the coffee house is: (1) As a place to educate about coffee; (2) As a place to learn how to make coffee properly; (3) As a comfortable home to learn and have fun. Training is a short-term educational process using systematic and organized procedures, so that operational employees can learn knowledge of workmanship techniques and expertise for a specific purpose. Bedjo Siswanto (2000: 141) stated that training is a management of education and training as a whole includes the functions contained therein, such as planning, setting, controlling, and assessing general activities and skills training, as well as special education and training for employees of the arrangement including formulation activities, the need for satisfactory service delivery, guidance, licensing and supervising. Barista, Masdakaty (2015) noted, etymologically, the word barista itself is Italian which means bartender, which serves all sorts of drinks instead of just coffee. But as the times progressed and the entry of coffee trends into America and Europe, the word was later adopted into what we now know. While in Italy itself, baristas are often called baristi (for men) or bariste (for women).

In general, baristas do work at coffee bars, or coffee shops, and usually operate commercial espresso machines that tend to be complicated. Their job is to measure how much temperature and pressure it takes to make an espresso. Especially since espresso is known as a rather fussy drink so making espresso manually is considered a skillful job. According to the Barista Guild of Indonesia (BGI), a barista is a professional working in coffee with certain experience and qualifications to brew coffee and other espresso-based beverages while showing expertise, quality, and creating a culinary sensation that can then finally be enjoyed and appreciated by everyone. Class, simply put, classes can be interpreted as the smallest work units in schools that are used as places for learning activities. The division of classes as a unit is usually determined by the age level of learners. Class in a narrow sense: a room bounded by four walls, where a number of students gather to follow the teaching and learning process. Classes in this traditional sense contain static properties because they simply designate the grouping of students according to their level of development, based on their respective chronological age limits. Class in a broad sense: a small community that is part of school society, which as a unit is organized into a work unit that dynamically organizes creative learning activities to achieve a goal.

#### 3.2. Location Assumptions

The location of the design object is located on Jl. Raya Bawen - Solo, Semarang. With the location on the side of a highway, this place is relatively crowded and easy to expose. Here's the site analysis Figure 2. Building Boundaries; North : Highway, Semarang- Surakarta; East : Vacant Land; South: Vacant Land; Western: Vacant Land. Because the design site is right on the edge of a public highway, this location is very easy to reach for visitors, especially by tourists, because this location is adjacent to other tourist attractions and also the toll exit. Space Forming Elements, the floor in the design of this coffee house must

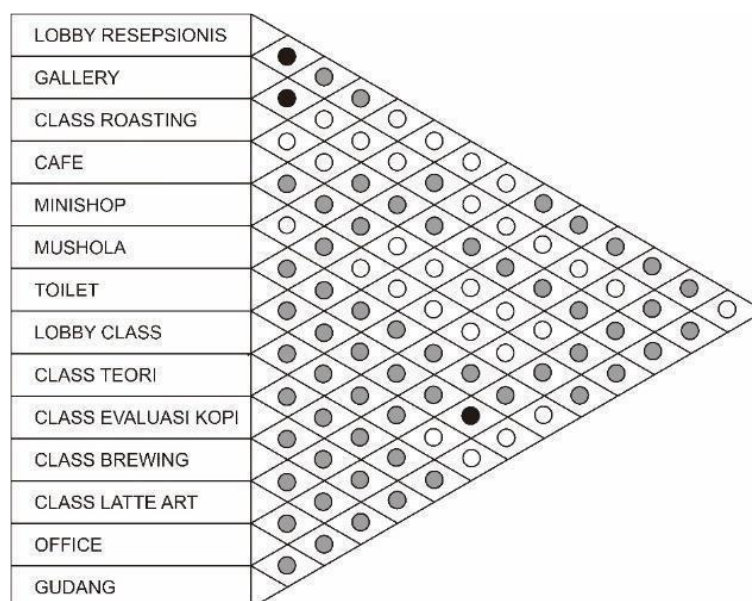
have a variety of colours and a carpet, considering the theme used is a bohemian luxury theme. Walls are designed using a variety of materials, such as bricks, natural stones or plain walls. Trinket accessories also plants are to be pinned on this wall. Ceilings are designed by providing levelling and decorative elements to make them more attractive to visitors.



**Fig. 2.** Site analysis. Source: <https://www.google.co.id/maps/Banaran/>

### 3.3. Interior System

The design of this coffee house artificial lighting consists of downlights for the main lighting, pendant chandeliers, and accent lights (hidden lamps) on the ceiling. Natural lighting is needed in the interior of this coffee house, considering the number of plants in the room. It also reduces the energy of the lights as well. Ventilation, Made-up Ventilations are there in several spaces that really need them. Natural ventilations are for several rooms which do not need made-up ventilation by providing windows and room ventilation. Acoustics has a wall of acoustic panels to muffle the sound in the classrooms so that the outside noise from the visitors does not disturb the officers and the people joining the theory class. The System of Room Organization can see in Figure 3, and Zoning dan Grouping in Figure 4.



**Fig. 3.** The Relationship between Spaces



**Fig. 4.** Zoning Grouping

### 3.4. Design Concept

The design of this coffee house and barista training highlights the Bohemian Luxury style. Commonly, a coffee shop in Indonesia only provides coffee and snacks. This is what leads to one of the ideas to design coffee houses and barista training. The rise of coffee development and the lack of barista education and training in Indonesia make one of these design factors useful. In addition, the design of this place can make it people who are interested in coffee easier to learn and practice preparing coffee as beverage. The theme is Bohemian Luxury. Considering that cafes in Indonesia mostly only apply ordinary interior style such like an example of modern minimalist style, industrial, etc. Bohemian style itself is a colorful style and combining ethnic and vintage styles (Mcdonagh et al., 2018). Meanwhile, luxury is one of the lifestyles that are currently much loved by the millennial and has begun to develop into a style that has quite a lot of enthusiasts. This concept is expected to increase work productivity, interaction, and business development of users, and be able to accommodate all creative activities of visitors in this coffee house. The atmosphere to create in this coffee house is unique, relaxed, elegant and homely. The atmosphere is created through the application of furniture, accessories, colors, walls, ceilings, floors and also plants as a complement (Christine Piotrowski, 2004; Hawari, 2013), (Cho & Suh, 2020). The addition of marble materials and gold colours also brings an elegant and luxurious impression.

### 3.5. Spatial Arrangement Pattern

The pattern of this spatial arrangement is arranged based on the function and also nature similarity. Space is already determined based on the layout of the space itself. The arrangement of furniture must also be adjusted to the needs of the furniture by considering its size and volume. The spatial arrangement system used is a radial pattern in which the central space is enclosed in the bar area. The arrangement between the café space and other spaces is open without partition as a barrier but with a distance as the separation between the functions of each space.

### 3.6. Space forming

Floor, Using material that is mostly tiled floor, with a variety of colors, and it is easy to create various shapes. Other additional materials are vinyl and also bohemian-patterned carpet for some areas such as galleries and other spaces, Figure 5. Walls, for the wall, a wall-paint is applied for finishing, with glass, brick and natural stone to add aesthetic value. The paint colors used predominantly are maroon, navy, and army green. The arrangement of unique accessories such as ornamental plants or wall woven with a unique look on the wall will also be applied. Ceiling, the ceiling uses a gypsum paint and hpl for the

finishing. As a feature, there are several ornamental plants hanging and drop ceiling finishing hpl with wood motif, Figure 5.



**Fig. 5.** An Example of Vynil (left) and Classic (right) Tiled Floor Sumber: id.pinterest.com

### 3.7. Interior System

Lighting, Pendant Light, the type of chandelier applied to the café area, gallery and training classroom is pendant light. The colour of the light used is warm white. Meanwhile, the wattage amount is determined based on the area and height in the room, Figure 6.



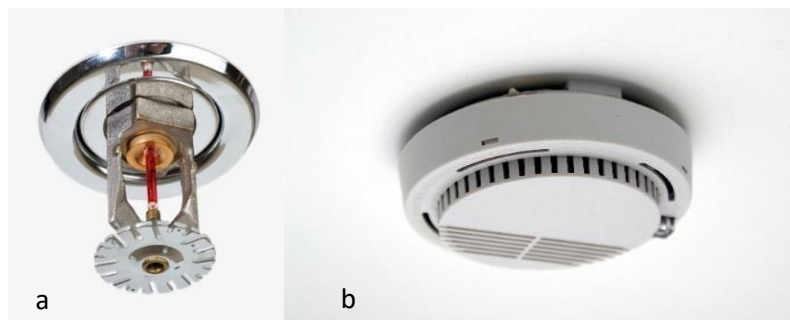
**Fig. 6.** Examples of Pendant Lights

Recessed Light, recessed light is used in the main room, such as office space. The colour of the lamp used is warm white. The wattage amount used adjusts the area and height of the room, Figure 7.



**Fig. 7.** Examples of Recessed Light

Ventilation, Made-up ventilation used is Central Air Conditioner. This AC aims to make the air cooler and improve air quality. For the toilet and warehouse sections, the type of ventilation used is exhaust—security, fire Suppression System. Fire suppression systems use APAR/fire extinguishers and are placed at several spots and spaces to anticipate if a fire occurs Figure 8 (a) and Figure 8(b).



**Fig. 8.** (a) An Example of Sprinkler; (b) An Example of Smoke Detector

Criminality Security System, for the security systems, beside the security guards outside the café, there are 24 hours CCTVs in every corner of the room to prevent criminality. Figure 9.



**Fig. 9.** An Example of CCTV.

### 3.8. The System of Shapes, Colors, and Materials

Shapes, The design combines various geometric shapes in the rooms, in order to have various design features. Colors, the colour selection in this design applies dominant colours such as maroon, navy, and army green. However, other elements such as furniture and others are made in gold, while the accessories tend to be colourful considering the Bohemian characteristic. Materials dominating materials include



metal gold, HPL plywood finishing, vinyl, also rocks such as natural stones and bricks to create a relaxed, comfortable, and elegant impression.

### 3.9. Facilities

Lobby is a service for visitors for permission purposes before entering a certain room. Figure 10.



**Fig. 10.** Lobby Area

Gallery is a place to show and provide information about coffee, Figure 11.



**Fig. 11.** Gallery. Source: Personal Documentation

Cafeteria is a place to eat meals and drink coffee with a relaxed and informal atmosphere, Figure 12.



**Fig. 12.** Cafeteria

Theory classes are classrooms to introduce the basic knowledge about coffee, Figure 13.



**Fig. 13.** A Theory Class

Coffee evaluation classes are a space to assess the coffee quality objectively, Figure 14.



**Fig. 14.** Coffee Evaluation Class. Source: Personal Documentation

Brewing class is the space for serving coffee by manual brewing, without the use of espresso machines and others, but requires special filter paper, Figure 15.



**Fig. 15.** Brewing Class

Latte Art Class is the class to study the basics of art drawing on the surface of the coffee, Figure 16.



**Fig. 16.** Latte Art Class

Roasting class is a class that studies the technique of roasting coffee in a proper manner, Figure 17.



**Fig. 17.** Roasting Class

#### 4. Conclusion

From the design proposal of coffee house and barista training above, it can be concluded that design planning in the entire room seeks the space design, which pays attention to the following things. Interior elements that refer to the function of the user's needs of space, security, and comfort. Shapes, colors and materials are applied in accordance with the theme of bohemian luxury in all elements. The location of the project is in Semarang-Surakarta highway area, so it is easy to reach. The atmosphere of the space that arises is a relaxed, comfortable and elegant atmosphere. Materials selection considering how they can give the impression of relaxed and luxurious, such as the use of metal and natural stone with a shiny surface texture to give the impression of a luxurious space.

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