

Interior Design of a Coworking Space with a Rattan Theme in Trangsan Village, Sukoharjo

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ABSTRAK

The interior design of a coworking space with a rattan theme in Trangsan Village, Sukoharjo, is a design that serves as a facility for renting shared and open workspace with flexible time usage alongside other users. This design aims to produce an interior design for a coworking space in Sukoharjo that can fulfil the needs of safe and comfortable activities and create a productive atmosphere. This design adopts several design process stages from John M. Kurtz. The Kurtz model emphasizes programming on the qualitative side rather than the quantitative. The foundation of this design is according to functional, ergonomic, technical, color, theme, and style approaches. This design adopts the bohemian style with a rattan theme as the design basis. The rattan theme, which has a natural impression with the distinctive features of rattan, is applied to interior elements such as furniture, partitions, and so forth.

KEYWORDS

Interior
Coworking space
Sukoharjo

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1. Latar Belakang

Trangsan Village in Gatak, Sukoharjo, Central Java, stands as a prominent exporter of rattan furniture in Indonesia. For generations, the village has thrived as a rattan craftsmanship hub, a tradition providing livelihoods for most of its inhabitants (Sumarno and Indarto 2018). While these rattan products satisfy local demand, a considerable portion targets the international export market, reaching various major countries. The village boasts 247 rattan enterprises, which include 5 large firms, 32 medium-sized companies, and 210 smaller ventures.

However, many rattan artisans in Trangsan remain passive in their marketing endeavors, relying mainly on incoming consumers. This reactive approach presents an untapped opportunity. If artisans were to adopt a proactive stance, using modernized marketing techniques, they could attract a larger consumer base. By harnessing the product information system, an integrated marketing strategy resembling E-Commerce could be developed. This would allow Trangsan's rattan products to be widely accessible online, signifying the necessity for a dedicated coworking space, serving as a marketing hub for these entrepreneurs.

In today's digital age, as businesses evolve through online platforms, startups and entrepreneurs require dedicated spaces to navigate their operations. A space that resonates comfort, security, and caters to the dynamics of creative professionals becomes paramount. Here, coworking spaces emerge as an ideal solution. Their shared network model not only fosters collaboration but also optimizes operational costs (Jackson, Shan, and Meek 2022).

In designing these coworking spaces, one must adhere to the principles of interior design. This entails a harmonious fusion of aesthetics, function, safety, and comfort to form a cohesive space, suited for individual freelancers and professional teams alike, fostering a collaborative atmosphere.

The design theme pivots around rattan, a nod to Sukoharjo District's heritage and the skilled rattan artisans of Trangsan Village. Rattan, with its organic and free-formed aesthetics, infuses a natural essence into the space. This element prominently features in various interior components, from furniture to partitions. The bohemian design, a blend of ethnic, vintage, and hippie nuances, complements the rattan

theme. Characterized by its relaxed and free style, bohemian design, paired with rattan's inherent flexibility and rich hue (Sumarno, Tellu, and Cahyana 2022), (J. Dransfield 1996), facilitates creative and dynamic spatial expressions. Sukoharjo's cultural tapestry, especially its iconic sidomukti batik, plays an influential role in the design narrative. Batik, Indonesia's prized cultural heritage, encompasses myriad aspects from the social to the ceremonial (Meindrasari and Nurhayati 2019). Specifically, the butterfly motif of Sidomukti, symbolic of freedom and perfection, seamlessly aligns with the liberating ethos of the bohemian style.

2. Method

The design method for the rattan-themed coworking space in Sukoharjo employs the John M. Kurtz design model. Kurtz emphasizes the qualitative aspect over the quantitative, while still considering both facets. Consequently, the ideal building emphasizes complexity and prioritizes design quality over sheer quantity. Speed in construction is not the primary focus; there's an emphasis on undertaking comprehensive literature reviews after the initial programming phase, ensuring a thorough and unhurried approach. The formulation method encompasses stages of interviewing stakeholders, observations from stakeholder data, and synthesis based on scientific literature, drawing from relevant articles and academic journals. (Figure 1).

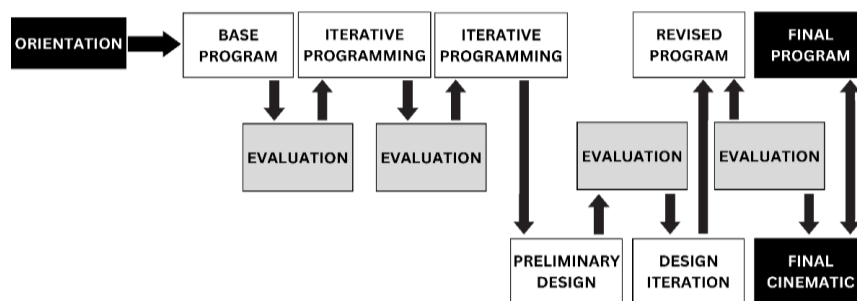


Fig. 1. John M. Kurtz's Design Method

3. Discussion

Derived from its natural and cultural surroundings, the Sido Mukti batik pattern is a vivid representation of flora and fauna. Adhering to royal standards, this pattern thrives in the Bekonang district of Sukoharjo, echoing narratives of life's tranquility and nobility.

The name 'Sidomukti' is a composite of two Javanese terms: 'sido', meaning 'to become', and 'mukti', denoting 'happiness', 'strength', and 'abundance'. Among its diverse motifs, the Sidomukti butterfly stands out, emblematic of Sidomukti. This symbol, representing freedom and perfection, underscores life's often painful journey towards happiness, mirroring the butterfly's intricate metamorphosis.

The Bohemian style, an eclectic blend of ethnic, vintage, and hippie elements, is characterized by its unique and seemingly unstructured aesthetic. This style resonates with the Sidomukti butterfly batik's essence of freedom. Given rattan's natural flexibility, it becomes a suitable material for this design, aligning with the Bohemian ethos and the transformative design of the Sidomukti batik (Sumarno et al. 2019). Connecting themes of freedom, flexibility, and dynamism, the design draws inspiration from the butterfly's form, especially its wings. This inspiration is reflected across various design elements: layout, circulation, space definition, and interior furnishings. Specific applications are seen in furniture pieces such as lounge chairs, tables, and ceilings, notably within VIP coworking spaces. The chosen materials are rattan and teak wood, finalized with a clear coat varnish and semi-glossy walnut finish (Figure 2).

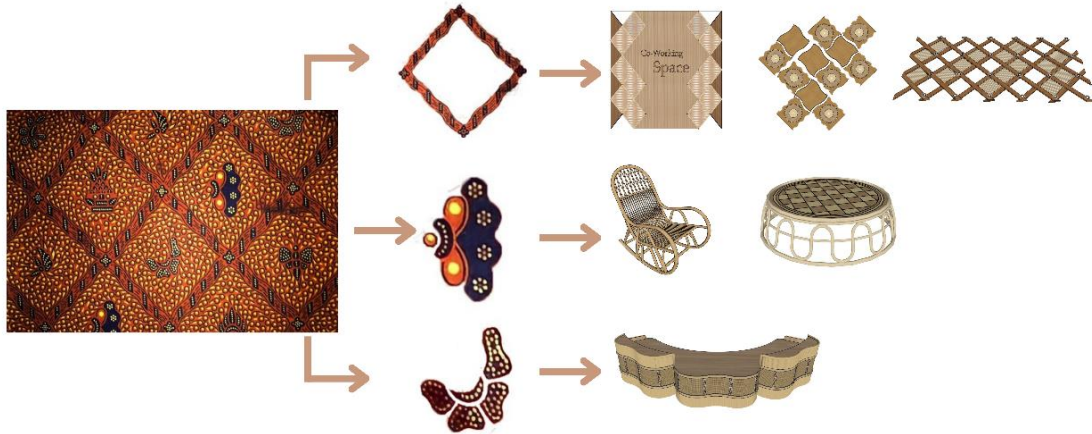


Fig. 2. The Transformation of Sidomukti Batik Pattern

The design process categorizes spaces based on their accessibility and functionality, divided into public, semi-public, private, and service sectors (Suptandar 1982). These distinct spaces are interconnected through a strategic operational mapping that employs grouping and zoning principles. The design ensures smooth circulation between these areas, facilitating easy movement and access. In certain areas, walls, as vital spatial definers, evoke the imagery of butterfly wings, characterized by their distinct curvatures. The chosen name for this coworking space is "Hippie Coworking Space". The term 'Hippie' finds its roots in the Bohemian interior design style that inherently encompasses 'hippie' elements. Historically, the Hippie culture originated in the United States in the mid-1960s, characterized by a collective appreciation for psychedelic rock music.

The layout of "Hippie Coworking Space" offers a diverse range of spaces, including a meeting room, VIP coworking area, private rooms, working spaces, maker spaces, and an auditorium (Figure 3).

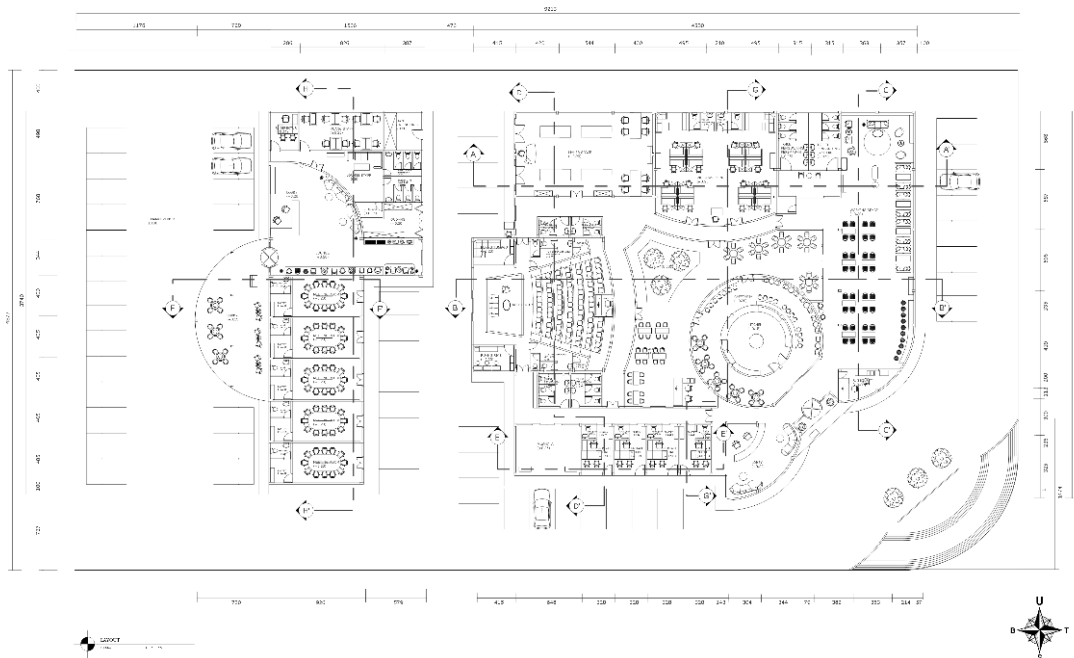


Fig. 3. Layout

In the lobby, a multitude of activities centered around operational needs takes place, most notably those associated with the front office, such as the reception of visitor bookings for room rentals. A distinctive design transformation inspired by the Sidomukti butterfly batik is evident here. This butterfly-

inspired design is particularly showcased in the curvaceous counter desk, drawing parallels with butterfly contours and the inherent characteristics of rattan material.

The lobby features a reception desk and backdrop constructed from teak wood and rattan, presented in hues of cream and brown, exuding a natural ambiance (refer to Figure 4). Fitrin rattan, intricately woven around a curved frame, is employed in the drop ceiling. Vertical laminated rattan panels establish the walls, with select woven patterns framed and showcased as wall decor. These displayed patterns range from 'truntum' weaves, 'udan liris', 'gedekan', cross weaves, 'diamond' or 'durno' patterns, among others. Such a showcase of weaving patterns on the walls not only serves as ornamentation but also introduces and promotes the art to visitors.

Hanging lights made from sparsely woven material cast delicate light patterns, providing soft, limited illumination. The counter desk, considered as loose furniture, features a curved design reminiscent of butterfly wings. The tabletop is crafted from teak wood, while the frontal part employs rattan peel woven in the 'gedekan' pattern, spaced sporadically.



Fig. 4. Lobby

The lounge is strategically located adjacent to the lobby area, functioning as a comfortable seating space for guests. Given its frequent use as a rest or waiting area for room bookings, the lounge's design incorporates abundant openings for natural illumination. The windows facilitate daylight penetration into the lounge. The flooring design draws inspiration from the Sidomukti butterfly batik motif and is rendered in a rich brown tone. The extensive use of large windows ensures that the lounge benefits from an ample influx of natural light (refer to Figure 5).



Fig. 5. Lounge

The Maker Space is a dedicated area that gathers creative individuals, fostering an environment for idea exchange, collaboration, and creation of various works or products. This zone is equipped with several tables conducive to crafting and designing in a comforting ambiance. Additionally, chairs and a petite pantry are provided for relaxation purposes. Walls in the Maker Space feature a 'kamprot' technique, resulting in a rugged texture that imparts a natural aesthetic (see Figure 6).



Fig. 6. Maker Space

Private Rooms cater to business professionals and startups, offering an exclusive workspace or operational area. These rooms can accommodate up to three individuals and come with specialized desks. Additional amenities include a private pantry and restroom. The ambience is tailored to exude privacy, tranquility, and comfort. Bohemian elements are subtly infused into the space through select interior accessories. Ceiling designs in these rooms resonate with the overarching theme, showcasing unrestrained and free-form patterns (illustrated in Figure 7).



Fig. 7. Private Room

The VIP Coworking space is designed as a shared desk area. Each table is partitioned into four sections using glass, allowing teams to work with focus while still being able to interact with other teams. This space is equipped with desks, office chairs, computers, a pantry, and a toilet. Bohemian elements are woven into the design through selected interior accessories. The ceiling's design incorporates inspiration from the Sidomukti butterfly batik motif. Materials such as teak wood and rattan are utilized, and the design exudes a sense of freedom and fluidity (refer to Figure 8).



Fig. 8. VIP Coworking Space

The Bohemian style's application to interior design represents an unconventional approach that does not adhere strictly to rules. It embraces freedom, incorporates a mix of patterns, textures, colors, and various materials (Blakenay 2015). While it might seem eclectic and unrestrained at first, the Bohemian style ensures an aesthetic balance and doesn't come off as cluttered (Blakenay 2015), (Trisnawati and Widayat 2021). Historically, Bohemian relates to the nomadic nature of certain social groups. This movement from place to place in interior design is symbolized by a myriad of features, identities, colors, and mixed materials that come together in vibrant harmony. In this project, elements like carpets, the Sido Mukti batik as wall decor, drop ceilings, and flooring have been employed. Using batik padded with foam for flooring serves dual purposes: as a decorative aspect and as a soft finish (Sumarno and Prasetyo 2022).

The Auditorium is designed to facilitate large-scale events such as talk shows, seminars, and workshops. It is not restricted to entrepreneurs or startups; even individuals hosting large events can utilize this space, accommodating up to 100 attendees. The ambiance is natural and warm, featuring natural materials like Merbau wood and rattan (see Figure 9).

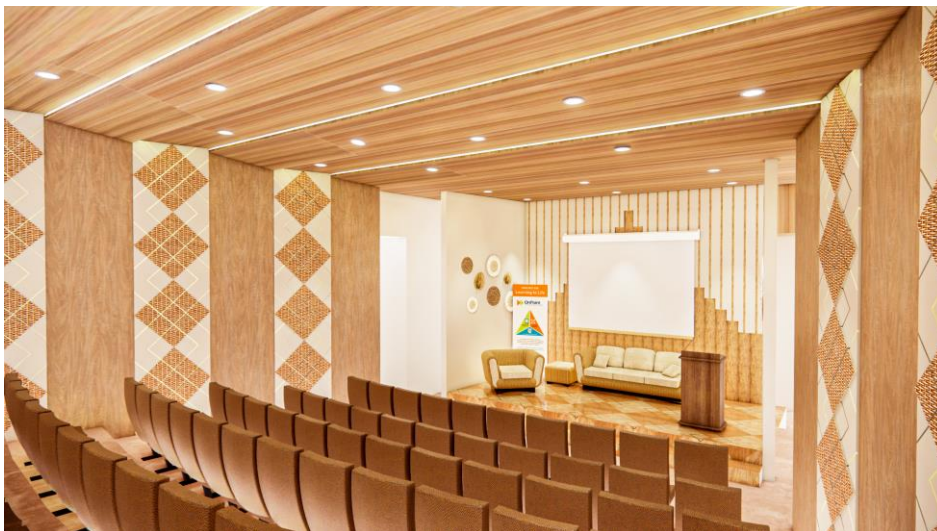


Fig. 9. Auditorium

The coworking space also includes meeting rooms tailored for seamless discussions with teams or clients. These rooms are ideal for discussing future projects in a private yet relaxed setting. The materials featured in the meeting room include rattan and teak wood. The ceiling, made primarily from rattan and teak wood, showcases the intricate beauty of rattan weaving. The room is equipped with office chairs, an LCD projector, pantry, and a toilet (refer to Figure 10).



Fig. 10. Meeting Room

In the working space area, one can encounter colleagues from different companies. The design of this space prioritizes both appeal and comfort, ensuring that its members find it conducive and feel at home. Rattan is extensively used for furniture elements like tables and chairs, while large windows provide ample natural light. The ceiling is inspired by the Sidomukti butterfly batik design. Moreover, the walls employ the kamprot technique, resulting in a coarsely textured finish (refer to Figure 11).



Fig. 11. Coworking Space Area

The burgeoning creative industry in Solo, its vicinity, and in places like Sukoharjo, has spurred the growth and proliferation of coworking spaces. Such spaces are crucibles of creativity and innovation, fostering interaction and facilitating the exchange of experiences and network building in a shared environment (Weijs-Perrée et al. 2019). A pleasant, inspiring, and comfortable ambiance is vital to ensure visitors and members, including staff, remain productive and content. Catering to convenience, these coworking spaces often house a cafeteria, eliminating the need for members to venture out for meals. At this particular coworking space, visitors can effortlessly enjoy a delicious meal post-work, with the cafeteria offering reasonably priced options. Spaces within include both outdoor and indoor areas. The extensive use of glass in the design accentuates beauty and lends an expansive feel (see Figure 12).



Fig. 12. Cafeteria

4. Kesimpulan

When designing a coworking space, innovation is essential to ensure that the space stands out with its distinct advantages, uniqueness, and identity compared to other coworking venues. In this coworking space located in Desa Trangsan, Sukoharjo, the theme of rattan combined with the bohemian style serves as the foundational concept. The rattan theme is integrated into interior elements like furniture and accessories, while the bohemian style influences foundational space components such as flooring, walls, and ceilings (Ching and Binggeli 2017). The interior design of a coworking space plays a pivotal role in accommodating today's creative industry professionals. The intriguing design and incorporation of the rattan theme seamlessly fit the coworking space's ambiance. Moreover, understanding the psychological aspects of design is paramount to ensure the space benefits its users optimally. With a functional and attractive coworking space concept, the aim is not only to enhance worker productivity but also to bolster the marketing systems of the region.

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