



Culture China That Affects The Interior Of Indonesian Restaurant

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Abstract

The Chinese who immigrated and settled in Indonesia introduced their culture to Indonesia a lot. Today, many Chinese restaurants have been opened, even the interior uses Chinese culture. This study aims to discuss the Interior of Chinese Culture in restaurants in the city of Bandung which are published through social media. The method used is a descriptive qualitative method with data coming from social media. The findings from this study are that Chinese cultural interiors are widely used in restaurants such as the entrance which has “hanzi” ornaments, and decorative elements on the walls.

Keywords

Chinese Culture; Indonesia Culture Interior; Restaurant; Social Media

INTRODUCTION

Indonesia is a very large maritime country and has many cultures. This is supported by the many tribes, races, and wealth that Indonesia has. Although Indonesia has many cultures, Indonesia does not close itself to accepting foreign cultures or foreign cultures (Giray 2022; Suryadinata 2020). On the other hand, Indonesia has accepted foreign cultures well. When Indonesia accepts culture from other countries, there is a mix of cultures, namely Indonesian and Chinese cultures (Khasanah 2018). One of the cultures that entered Indonesia is the culture of the Chinese state in the form of aspects of the beauty of the interior of a building. With the arrival of Chinese culture coupled with the development of the times, people's thinking is getting more advanced. For example, a restaurant not only relies on the taste of the food but on the interior design of the restaurant. Therefore, this interior design must be able to give an impressive impression to consumers so that consumers can feel comfortable and impressed, not only that interior design is very important because it can be an attraction for customers. This interior design can increase the aesthetic value and add psychological aspects of the restaurant to the customer.

In this study, examples of Chinese restaurants in the city of Bandung will be taken. Many of the Chinese restaurants in Bandung apply modern interior designs. Modern interior designs are usually in the form of a round table surrounded by several chairs with cutlery such as plates, spoons, forks, and chopsticks that have been provided on the table. This modern interior also usually has more luxurious ornaments and decorations. All types of ornaments displayed have their respective meanings and values. Not only the ornaments, but the color selection is also very important to note.



The meaning and significance of the ornament must be considered to achieve the goal in its application. Like the red color that represents luck and happiness. Then lanterns also have a philosophy of wishing luck. However, some Chinese ornaments cannot be used in certain areas, one of which is the dragon statue.

Social media is a technology that makes up a huge proportion of the youth generation. It may seem that social media is indestructible in life because it is inherent in us. Social media is usually a means of virtual communication, self-consoling, and broadening insight and education. But who would have thought that social media could be used as a marketing business? Business owners can all sell the product and offer the product to people via social media. Because social media can make things fast and easy.

This research is expected to add insight and open the horizons of designers in designing or adding the desired ornaments to their designs. The typical Chinese ornaments in restaurants that are exposed in this study can be useful as a reference for knowledge about ornaments that support the identity of the restaurant.

And is Queen restaurant keeping up with the times or the social media? On the social media front, it researches how the Queen restaurant offers and promotes its restaurants through the media, which is becoming increasingly sophisticated day by day. And about communities in such social media use.

METHOD

The research method used is the descriptive qualitative method, which aims to fully describe an object that can be presented in detail and factually and can find out the characteristics, models, and meanings contained therein. In this method, data collection and images are also used to provide a more realistic picture (Pandanwangi 2021; Sumartono 2017; Taylor, Bogdan, and DeVault 2016). Analyzing some journals and articles can help us to understand both the planning and the elements of a restaurant. Much of the analysis is based on information about the elements in the interior of the restaurant in use, the elements from space (floor, wall, ceiling), the transition elements (partitions, doors), and, decorative and ornamental elements (Widiyanti 2018).

RESULTS AND DISCUSSION

Results

Queen's Restaurant

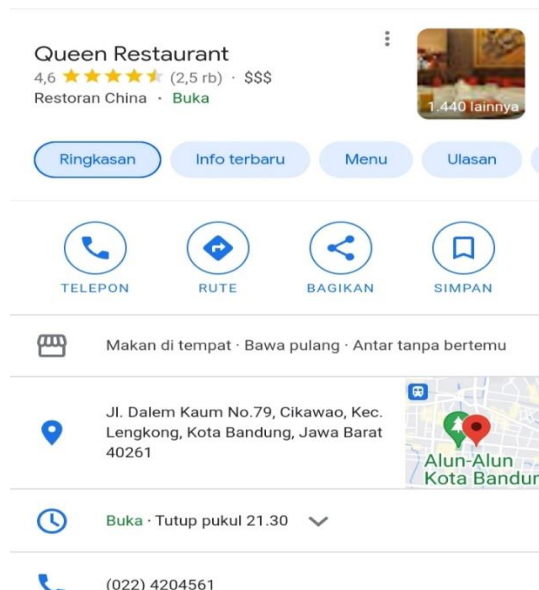


Figure 1: Social Media Marketing With Google
Source: <https://g.co/kgs/zjveWA>



Queen restaurant does social media marketing using Google. This is very detailed because they listed the address and phone when they want to order online. And giving photos from the restaurant so that consumers could be interested in the restaurant and there was also information about their restaurant.

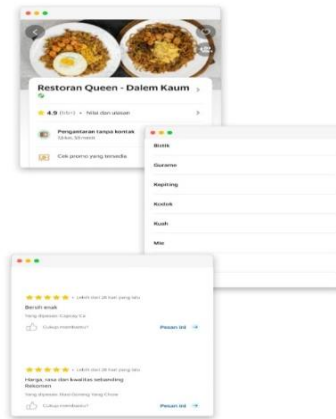


Figure 2: Social Media Marketing With Grab
 Source: https://www.tripadvisor.co.id/Restaurant_Review-g297704-d789820-Reviews-Queen_Restoran-Bandung_West_Java_Java.html

Not just Google alone, but also use grab applications for queen's marketing restaurant. Here you don't have to call, but when you want to eat you just click your fingers. It's very easy to order food and also you just wait for the food to come. Here are some of the features of this rating which mean that the restaurant has a good meal, and then there's a menu, and we can see other people's reviews of the restaurant. So we know more about the restaurant.

Social Media

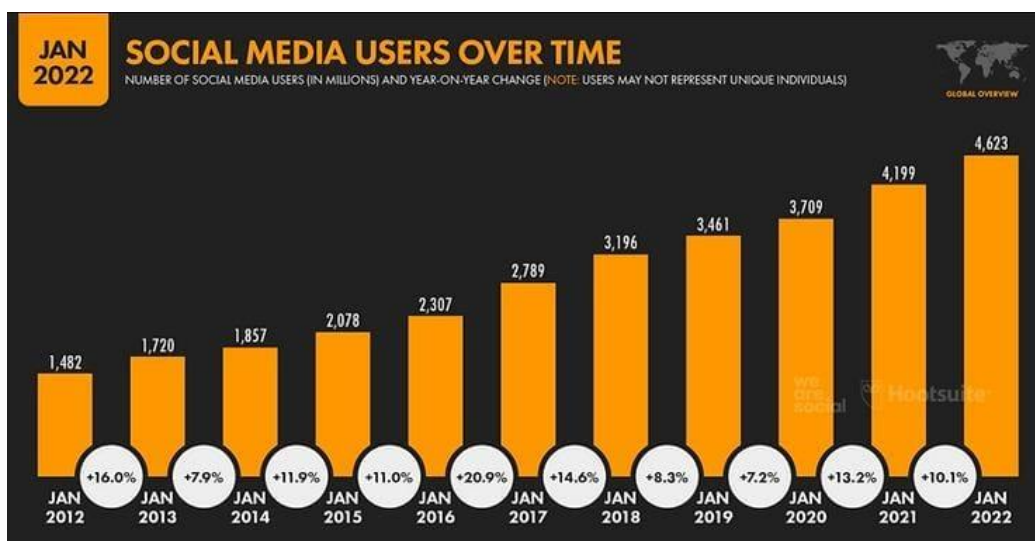


Figure 3: Graphic of social media users
 Source : <https://www.mediabuffet.co/post/data-digital-2022-tiktok-meroket>

In what ways can foreign culture enter our country? One of them is through social media. Why? because social media is a technology whose access is very fast and



through social media, we can get to know various cultures from outside. Is like Chinese Culture has entered our country, as before the ornaments in the restaurant.

From the picture, we can see that from year to year, social media has increased. And the charts never went down. Especially since the Covid-19 Pandemic, because the use social of social media has greatly increased until now. So we are often spending our time using social media in our lives. Because so many are using social media, businesses are taking the situation to promote their products through social media. And as it turns out, the marketing of the business is sophisticated and modern. Using only social media, the Internet, and so on, it could quickly go viral and become famous.

Discussion

About Queen Restaurant

Interior design is a knowledge of art that designs the spatial layout of buildings in an aesthetic way so that the quality of life of the users of the space is better. The word interior design is made up of 2 tribal words, namely "design" and "interior". The word design has the meaning of the form of the framework/design / drawing that is made to show the appearance and function of the building or object before it is made (Ball 1980; Yupardhi and Noorwatha 2019). The interior is part of the arrangement of furniture in the room and so on (Sachari 2006). So it can be concluded that interior design is the design of the inside of a building and it functions well and has a good appearance.

The interior of a Chinese restaurant prioritizes ethical values, aesthetics, and the values contained therein. The ornaments displayed are usually in the form of flora, fauna, geometric motifs, natural phenomena, and even legend themes (Angkawijaya, Agustina, and Ds 2019; Kustedja, Sudikno, and Salura 2013). The use of materials usually uses wood material and the dominant wall paint is red, dark brown, and gold. The motifs or ornaments can be displayed in the form of carvings or paintings.

In this study, the Queen Restaurant will be used as the object of research. Queen Restaurant is located on Jl. Dalem Kaum No.79, Cikawao, Kec. Lengkong, Bandung City, West Java. This study will discuss the interior and ornaments used in the restaurant.



Figure 1: Front view of the restaurant

https://maps.app.goo.gl/HYN6PssqZRyE2S3K6?g_st=ic

The front of the restaurant looks like an ancient building, with lights on the letters that can be lit at night. Don't forget to also use Chinese characters as a name.



Figure 2: Look inside the restaurant

Source: https://maps.app.goo.gl/HYN6PssqZRvE2S3K6?g_st=ic

On the inside of the restaurant, it is seen that the chairs use red and are very striking, even this red color dominates almost the entire interior of the restaurant. Red color – *hóng sè* has its meaning and significance. This red color symbolizes luck and joy and is a symbol of happiness, and success but not only that, from a psychological point of view the color red is a very striking color to the eye (Kustedja et al. 2013; Sulasmi 2002). In color therapy, red is used to arouse a person's appetite. So red is the basis for choosing colors in Chinese restaurants, apart from cultural factors as well as psychological factors.



Figure 3. The presence of Plum Flowers in the corner of the room

Source: https://maps.app.goo.gl/HYN6PssqZRvE2S3K6?g_st=ic

Plants that are often used in Chinese motifs/decorations are Peony Flowers, Lotus Flowers, Plum / Sakura Flowers (*Mui*), Fir (*Song*), Bamboo (*Tik & Zhu*), and Banyan. But what you can see in the picture is a plum flower. *Prunus mume* (or Chinese plum), and Japanese apricot are species of Asian plums in the *Rosaceae* family that are grown for their beautiful flowers or their fruit. The flowers are often called plum blossoms. This tree is native to mainland China, flowering between late winter and early spring.

The four plants mentioned above are the four types of plants that symbolize the "four virtues". This plant has resistance to weather in all seasons so it is called *Ban Jien Djing* or "Young all year round". This plant symbolizes longevity, wisdom, and patience. There was a wooden roof. Then there are engravings identical to the Chinese culture and a circle of tables that make it more elegant and luxurious. Well, if it's a fanciful version,



it's more traditional. From here we can see that Indonesia is not closed, but it is open as Chinese culture enters Indonesia.

The Impact of Social Media on Business Marketing

Social media has such an impact on our lives that it is impossible to escape social media. And so in the world of marketing businesses that use social media. Business leaders and sellers have been able to keep up with the age, using the technology of social media. Because of social media, they have great opportunities to promote their products. And it just keeps increasing.

In marketing, the social media business has a role in the marketing of the product. And social media can also increase brand awareness, sales, and customer loyalty to a brand and facilitate communication between customers with traders. So it's easy to establish long-term relationships with each customer. And there must be competition in the business world, so they are scrambling to get the attention of the netizens.

The positive impact of social media in business marketing is to expand the range of business, to save marketing for its practical and instant, and to promote a product. And the negative is certainly competitive in the business world, but I'm afraid it's not healthy and if we make one mistake, then everything will be destroyed. That we should be able to build trust. But managing social media is not easy. Therefore, we should be able to use social media properly.

But, the positives in using social media for culture are that it can add insight and make our minds open and we can get more information about many cultures outside. While negatively, we can forget the culture in our own country because our lifestyle is like the culture outside.

From the data above, we can see that social media has increased. So that's why both businesses and sellers take advantage because they know it is a big opportunity for them. So today many sellers or business leaders use social media as a marketing medium of business. Here they can sell it online and promote the products via a unique video. Therefore most people would see that because social media is fast and easy to access.

Now many are using social media not just for fun but to sell and market products as in advertising, in videos that capture people's attention, and of course, they also have promotions. The more people see it or the reviews are positive, the product that has been promoted will remain steady and increasing, and it will be in perfect ratings. Like the Queen restaurant, they can stay on because they have good reviews from viewers.

CONCLUSION

The fusion of cultures between China and Indonesia is good for businesses especially those in Chinese restaurants. From this research, it has been seen that the queen restaurant is one of the Chinese restaurants that establishes Chinese interior design. It can also be seen that each China ornament has its value and meaning, and it is said to affect the success of a business. Not only are the ornaments but furniture selection such as roof, chairs, and tables are very important. An interior design is crucial to impressions and convenience for the consumer or buyer.

In our day, technology has advanced. To offer or promote something is very easy because technology is becoming more and more sophisticated. One of the many technologies that people are using is social media. Today there is social media, which we can also do in business marketing. Why social media? Because, right now, there are a lot of people who can't escape social media, and therefore present a great opportunity for us to promote something. So, any product or item we want to sell could easily be used on



social media. With social media, everything would be instantaneous. Because in today's social media is indispensable in everything. That's where we'll follow the age and we can get this. And Social media has had an overwhelming impact on our lives. Especially for young people, who can't escape so-called automated phones must have social media. Social media is indispensable for instant information, and communication especially in the context is business marketing.

And we should be able to use social media properly and not do anything bad. We live in the modern era, but in Indonesia, there are still many traditional restaurants. And local wisdom. Therefore, we must be able to keep Indonesian cultures intact and thus be preserved at all times.

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