

ABSTRAK

Marceline Alicia:

Laporan Karya

TOM Carwash and Cafe' di Turen, Kabupaten Malang, Jawa Timur dengan pendekatan brand image dan suasana ruang.

TOM Carwash and Cafe terletak di Turen, Kabupaten Malang, Jawa Timur sebuah kawasan yang kini mengalami pertumbuhan pesat dan memiliki potensi keramaian yang tinggi. Namun, sebagai layanan one-stop service yang menggabungkan kafe dan carwash, keberadaan TOM masih membutuhkan penguatan strategi branding agar mampu bersaing dan menarik perhatian di tengah perkembangan wilayah. Penelitian ini bertujuan untuk merancang ulang interior TOM Carwash and Cafe dengan pendekatan brand image dan penciptaan suasana ruang yang mendukung identitas visual bisnis. Metode yang digunakan adalah design thinking, yang mencakup studi literatur, observasi lapangan, wawancara pengguna, serta analisis kebutuhan ruang. Proses perancangan difokuskan pada integrasi elemen warna dan pencahayaan untuk menciptakan ambience yang sesuai dengan karakter bisnis dan preferensi pengguna. Hasil perancangan menunjukkan bahwa pendekatan visual melalui pencahayaan terarah dan skema warna yang konsisten dapat memperkuat identitas merek, membangun pengalaman ruang yang khas, serta meningkatkan daya tarik TOM Carwash and Cafe sebagai destinasi komersial yang unik dan kompetitif di kawasan Turen.

Kata Kunci: brand image, suasana ruang, desain interior, warna, pencahayaan, one-stop service, Turen.

ABSTRAK

Marceline Alicia:

Project Report

Interior Redesign of TOM Carwash and Cafe in Turen, Malang Regency, East Java Using a Brand Image and Spatial Atmosphere Approach

TOM Carwash and Cafe is located in Turen, Malang Regency, East Java—an area currently experiencing rapid development and increasing commercial potential. Despite offering a one-stop service that combines a cafe and carwash, TOM requires a stronger branding strategy to remain competitive and appealing in this growing environment. This study aims to redesign the interior of TOM Carwash and Cafe using a brand image and spatial atmosphere approach to reinforce the business's visual identity. The research employs a design thinking method, which includes literature studies, field observations, user interviews, and spatial needs analysis. The design process focuses on integrating color schemes and directed lighting to create an ambience that aligns with the character of the business and user preferences. The results show that visual strategies through focused lighting and cohesive color application significantly enhance brand identity, establish a distinct spatial experience, and increase TOM Carwash and Cafe's appeal as a unique and competitive commercial destination in Turen.

Keywords: brand image, spatial atmosphere, interior design, color, lighting, one-stop service, Turen.

DAFTAR ISI

HALAMAN JUDUL.....i	
LEMBAR PENGESAHAN.....ii	
LEMBAR PERNYATAAN PUBLIKASI.....iii	
LEMBAR PERNYATAAN KEASLIAN KARYA.....iii	
KATA PENGANTAR.....iv	
ABSTRAK.....v	
DAFTAR ISI.....vi	
DAFTAR LAMPIRAN.....vii	
1. PENDAHULUAN.....1	
1.1 Latar Belakang.....1	
1.2 Rumusan Masalah.....2	
1.3 Tujuan.....4	
1.4 Manfaat.....5	
1.5 Jadwal dan Kegiatan Proyek.....6	
2. METODOLOGI DESAIN.....9	
3. HASIL DAN PEMBAHASAN.....10	
3.1 Understand.....10	
3.1.1 Studi Literatur.....11	
3.1.2 Tipologi.....49	
3.2 Observe.....55	
3.2.1 Observasi Existing.....56	
3.2.2 Interview.....59	
3.2.3 Hasil Observasi.....60	
3.3 Point of View.....91	
3.3.1 Programming.....92	
3.3.2 Framework.....109	
3.4 Ideate.....111	
	3.4.1 Moodboard.....112
	3.4.2 Concept Breaking.....124
	3.4.3 Space Planning.....126
	3.4.4 Sketch.....131
	3.4.5 Architecture Design Environment.....140
	3.5 Prototype.....142
	3.5.1 Lembar Pernyataan Kolaborasi Desain.....143
	3.5.2 Technical Drawing.....144
	3.5.3 3D Rendering.....165
	3.6 Test.....205
	3.6.1 3D Walkthrough.....206
	3.6.2 Design Board.....207
	3.6.3 Axonometry.....208
	3.6.4 Material Board.....210
	3.6.5 Maket 1:50.....211
	3.7 Story Telling.....213
	3.7.1 Refleksi.....214
	3.8 Pilot.....221
	3.8.1 Evaluasi.....222
	3.8.2 Feedback Client.....223
	3.9 Business Model.....224
	3.9.1 Branding.....225
	3.9.2 Branding Model.....226
	4. KESIMPULAN DAN SARAN.....228
	DAFTAR REFERENSI.....229
	LAMPIRAN.....231

DAFTAR LAMPIRAN

1. Branding.....	231
2. Daftar Bimbingan Tugas Akhir.....	232
3. Catatan Review Artikel.....	233
4. Berkas Upload Jurnal.....	234
5. Sertifikat EPT.....	235
6. Bukti Turnitin.....	235
7. Form Pemeriksaan Kelengkapan Produk.....	236
8. Form Persetujuan Revisi.....	237