



The Impact of COVID-19 Pandemic on Café Design Concept

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Abstract. Indonesia is one of the countries that have confirmed cases of COVID-19 since March 11, 2020. Where all sectors are mainly engaged in the culinary and hospitality industry due to the implementation of Pembatasan Sosial Berskala Besar (PSBB) that there are health protocol rules implemented by the government and a new adjustment to the building concept design. Café shall make innovation to survive from this pandemic. The research method used direct physical observation and literature studies. So that it can be seen the design concept that is feasible in this New Normal. The results of this study indicate that the café design concept has changed in accordance with the application of health protocols in the New Normal so as to create a building that is able to adapt to new habits that keep social activities safe during the pandemic. The main concept applied is the application of open space concept in a building and technology that can support cafe facilities. In the use of this open space concept, apart from creating larger open spaces, more openings, for the sake of circulation and lighting, touchless sensor technology, and layout of furniture designs to produce a design concept in a café. Accordance with the conditions of the COVID-19 pandemic. Open space concept in the new normal period is to improve the quality of a building that is healthy and good in terms of aesthetics and functionality, but can still support the COVID-19 virus chain breaker program.

Keywords: Design concept, Open Space, New Normal, COVID-19, Café.

1. Introduction

COVID-19 was first reported on January 31, 2020 in Wuhan, Hubei Province, China. There are more than 170,000 victims who died from this pandemic virus, 640,000 who recovered from being positive. WHO also announced how the symptoms caused by this virus were mild to severe respiratory symptoms and mandatory self-isolation and social distancing. In addition, COVID-19 causes economic shocks that affect the economy on a local, national, and even global scale. [1,2] To minimize the spread of this virus, the government implemented a new regulation, namely health protocols (5M) to avoid the spread of the COVID-19 virus such

among others, using masks, washing hands, maintaining distance, avoiding crowds, and minimize mobility. The spread of this virus can occur in public places such as schools, public buildings, cinemas, religious buildings, and cafes. [3] This situation has had a major impact, especially in the economic sector, namely the culinary business due to the enactment of Large Scale Social Restrictions (PSBB) so that many culinary businesses were forced to close. [4]

According to a research survey by the National Restaurant Association, 60% of restaurants were forced to close due to difficulties surviving during this pandemic. Total revenue fell by 63% and fell 40% as of April 30, 2020. Other places used such as drive thru and delivery were implemented at that time but could not adapt quickly. [5] On 30 May 2020, the government issued a new regulation, namely PERWAL No. 32 and the Association of Indonesian Catering Service Entrepreneurs (APJBI) regarding the accessibility of public facilities, namely cafes. The implementation of this health protocol regulation was followed by changes to the cafe's interior design and touchless technology in café facilities that can help this government regulation run properly. This is because consumer behavior during this pandemic is influenced by hygiene and social distancing. [6] There were other studies during the pandemic that showed new innovations such as open café design concepts, use of touchless technology, and increased marketing. [7]

The purpose of this study was to determine the design changes in the concept of a new adaptation of a cafe and cafe innovation during the pandemic. The research method used is direct physical observation and literature study.

2. Method

The research method used is direct physical observation and literature study. This data was carried out by observing directly to the cafe location and analyzed clearly and descriptively how the health protocols, design concepts, cafe interiors, and exterior buildings responded to this pandemic and café literature (Figure 1). The data generated are in the form of locations, photos, and a description of one of the cafes with a design concept that is responsive to the pandemic.

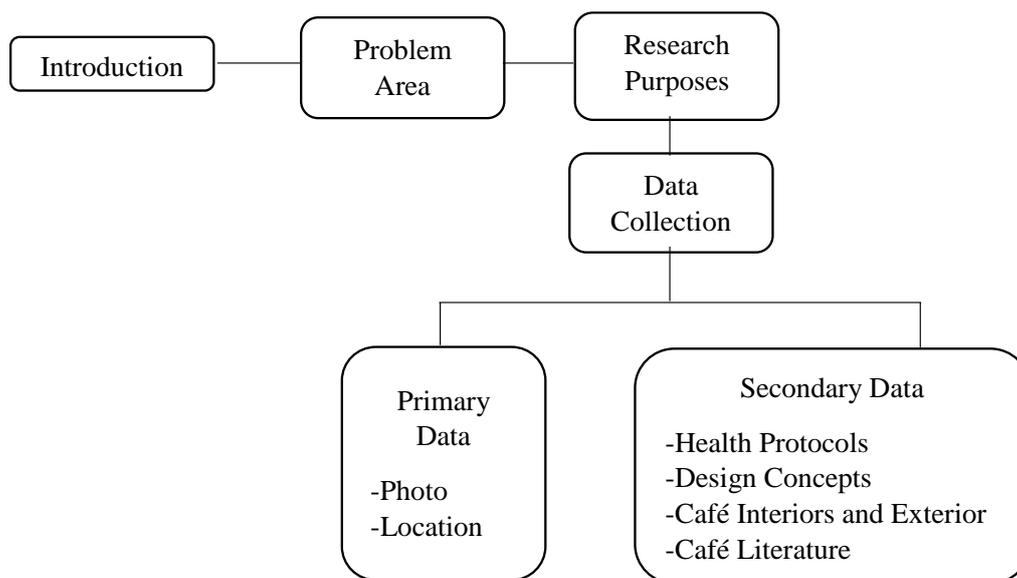


Figure 1. Research Diagram

3. Results and Discussion

This café is located on Gandapura No. 51, Merdeka, Bandung City. This café opens everyday from 09.00 AM – 09.00 PM. This cafe just opened in september 2020 during the pandemic. the cafe adapts to new habits during the new normal (see Figure 2).



Figure 2. Café Location

3.1. Circulation Scenario

The circulation of visitor come from parking area to a dark alley with stone walls. Then visitors will be checked for temperature. When ordering the menu, visitors using a barcode scan on the table so they can minimize physical touch and keep physical distancing of waiters and visitors. The circulation shown in the black arrow (Figure 3).

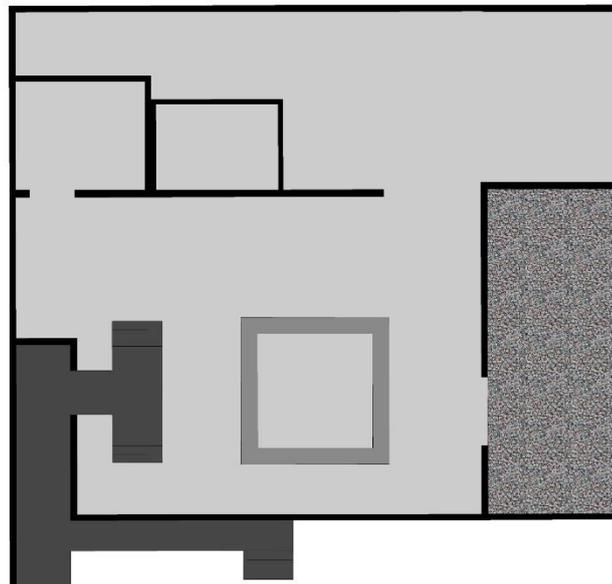


Figure 3. Floor Plan Sketch

Figure 4 shows technical flow of ordering at this café. This flow explains the stages of how visitors order the menu until they get the food or drink ordered.

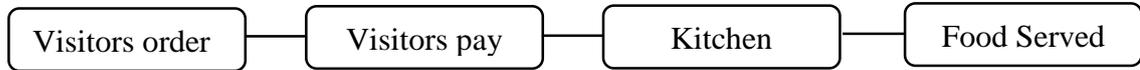


Figure 4. Table Service.

3.2. Use Hand Sanitizer on Entrance

When entering the hallway, there is an automatic hand sanitizer where visitors are required to use a hand sanitizer first when entering the cafe area. The drawback of this cafe is that there is no temperature check as stated in the health regulation [8-10]. To maintain the atmosphere of the room, the decorations in the cafe's interior are arranged according to the minimalist concept so that it looks neat and clean (Figure 5).



Figure 5. Entrance Hagia Terra café

3.3. Physical Distance Layout

Because during this pandemic, visitors must maintain a distance of up to 2 meters, to provide physical distancing, a table and chair layouts are made that not close together [11-13]. One of the implementations is to reduce the seating capacity so that there are no crowds in the café. The distance between the tables was made according to the health protocol scenario that must be followed by the visitors.



Figure 6. Table and Chairs Layout

3.4. Interior Design Concept

This place uses open space concept which reduces the partition or wall as a form of space so as to create good circulation. One of the design concepts used during the pandemic is that there is a wider outdoor area. In addition, there are many openings for ventilation and lighting so that visitors don't have to worry about bad circulation in this café [14]. The combination of monochrome colors on the walls and building materials creates an elegant and aesthetic impression. Because visitors like OOTD (Outfit Of the Day) photos, the theme is made aesthetically pleasing so that it becomes a branding café if visitors upload their photos to social media. [Figure 7].



Figure 7. Outdoor Area

In addition, the toilet is provided with a sink and hand dryer as supporting facilities for visitors. There is a uniqueness in the design of the toilet made using glass walls to make it look spacious and clean. (Figure 8).



Figure 8. Toilet

3.5. Café Service Innovation During Pandemic

To minimize direct contact in public places, this cafe provides a barcode for visitors to choose their menu. This menu barcode has become an innovation for health protocols during the pandemic. They can scan the barcode with their handphone and order directly to the cashier [15]. In addition to the menu, cashless payments are also provided so that visitors do not need to make transactions by direct contact with the cashier, do not cause long queues, and make payments easier. At the cashier there is a hand sanitizer that visitors can use after payments transaction. (Figure 9).



Figure 9. Cashier Area

4. Conclusion

Café is a business that must follow and improve services in accordance with health protocols, ministry of health regulation, and technology demands. Innovations in this cafe are design concepts that follow health protocols with 90% of cafes with open space, circulation scenarios so as not to cause congestion, layout distance, ventilation and lighting, attractions between interior design and buildings, use of barcodes and cashless methods in payment, use of hand sanitizer is mandatory in the cafe area, providing a sink. Adjustments to this pandemic were implemented to minimize direct contact and prevent the transmission of COVID-19. Therefore,

this cafe was built with a new normal strategy so that it can survive this pandemic period by keeping activities and businesses healthy and safe.

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