

The Effect of Proximity on The Layout and Selection of Chair Types in The Coffee Shop Industry

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Abstract

The coffee shop industry has become part of modern urban life. One of the most significant impacts of the coffee shop industry on local communities is its role as one of the catalysts for economic development. It not only provides employment opportunities but also serves as an incubator for small businesses and entrepreneurs. Coffee shops are one type of restaurant that is smaller or specific in scope, in terms of the food and beverages served, usually with limited food choices. Because of this, this coffee shop is usually used as a place to talk, gather or just spend time. In essence, coffee shops are often used by people to relax, not as a special place to eat. Therefore, the design of this kind of place should be made more cozy, with the selection of elements that form the atmosphere of the room that must be considered, such as walls, floors, ceilings, lighting, furniture used, especially the selection of chairs. The chair is an element of the room that will be in direct contact with humans, so its selection will greatly affect the activities carried out by humans. The selection of the right type of chair will have an influence on human behavior in public spaces, therefore this research was conducted with a proximity approach. The object of research this time is emphasized on human behavior when interacting with friends, friends, relatives, acquaintances and lovers while in a coffee shop. The research method used in this research is natural observation which is qualitative in nature. This qualitative research method is used because the results obtained must be conditions without manipulation. This method is used to find out how different types of chairs affect human behavior in interacting when in different chair settings. The conclusion of this research is that the wrong placement or selection of furniture, especially chairs, will cause visitors to be uncomfortable in it and if the designer is less precise in choosing the type of chair, it can cause an area that is not in demand so that the area is not utilized properly.

Keywords : proximity, coffee shop, chairs, human interaction in architecture; JIEHIS

INTRODUCTION

The coffee shop industry has become part of modern urban life. Today, coffee shops are centers of social interaction, entrepreneurship, and community development. Along with the rise of coffee connoisseurs, from teenagers to senior citizens, and the demand for specialty coffee as well as the desire for a unique and personalized experience, the coffee shop industry has evolved to cater to the changing preferences of consumers, giving rise to a diverse range of coffee shops that cater to a wide variety of tastes and preferences.

One of the most significant impacts of the coffee shop industry on local communities is its role as one of the catalysts for economic development. Not only does it provide employment opportunities but it also serves as an incubator for small businesses and entrepreneurs, offering affordable retail space as well as opportunities for collaboration and networking. In addition, a thriving coffee shop presence can significantly contribute to the revitalization of urban neighborhoods, attract pedestrians, increase property values, and foster a sense of community pride.

In his research, Scott (2006) found that 83 percent of Scottish people who come to coffee shops are there because they want to follow lifestyle trends. This has also had an impact on Indonesian society, especially in big

cities, with the proliferation of coffee shops and cafes that offer coffee as their main menu. Emalia (2009), a student of UPI Bandung Department of Tourism Marketing Management, once revealed a very significant increase in public visits at Roemah Kopi and Ngopi Doeloe in one year in 2008, the increase in Roemah Kopi visitors was around 71,300 while the increase in Ngopi Doeloe visitors was 633,998.

Coffee shops are one type of restaurant whose scope is smaller or specific, in this case the food and drinks served, usually limited food choices. Because of this, this coffee shop is usually used as a place to chat, gather or just spend time with friends or relatives. In essence, coffee shops are often used by people to relax, not as a special place to eat. Therefore, the design of this kind of place should be made more cozy, the atmosphere displayed must be comfortable. Thus the selection of elements that form the atmosphere of the room must be considered, such as walls, floors, ceilings, lighting, furniture used, especially the selection of chairs, because chairs are elements of the room that will be in direct contact with humans, so that the choice will greatly affect the activities carried out by humans.

In research conducted by Harmoyo, H.K. and Putriati, D. (2021), it can be seen that the spatial layout or type of chair most chosen by visitors to the Lingkar Coffee Semarang Cafe is the setting that best fulfills the comfort and privacy of visitors. In addition, Aprilita and Sari (2014), discuss the effect of space organization patterns and furniture layout on visitor circulation when doing activities in a space. Whereas in research conducted by Sekarlangit (2019), design can direct visitor behavior. On this occasion, the discussion that will be raised is the effect of chair type selection on human behavior in public spaces such as coffee shops. Human behavior that is seen is more about human interaction with interlocutors, which is certain that the social status of visitors who come to the coffee shop will vary. This interaction will be studied based on proxemics.

Basically, a coffee shop has a literal meaning, namely a shop where drinks (e.g. coffee, tea) and snacks (e.g. fried foods, pastries, etc.) are served (Kamus Besar Bahasa Indonesia). Therefore, the habit that develops in today's society, in addition to drinking coffee, people come to coffee shops to meet, gather, or just spend time with friends or relatives. In the end, these shops become a place that is used as a public space in which there will be a variety of different human traits and characters. The activities carried out are usually activities that are mostly fun, so it is hoped that designers will design interior designs that are appropriate and appropriate, because a design can affect the view, mood and personality of the people who do activities in it.

The purpose of a design, is to arrange the parts together to achieve a certain goal, this also applies to interior design which certainly has parts or elements that are selected and arranged according to the guidelines of function, aesthetics and behavior. The relationship between these elements will determine the visual characteristics and suitability of certain interior space functions that will affect the way people feel and use them (Ching and Binggeli, 2011: 37), including in choosing the right type of chair for each visitor who comes.

Chairs are an important element in interior spaces, as they are one of the connecting elements between architecture and people. Chairs are one of the objects that are directly related to humans, therefore when humans are on a chair, humans will not necessarily behave the same way. Differences in human behavior can be influenced by various factors, such as atmosphere, mood, situation, body condition, interlocutor, and others. The difference in human behavior can determine the type of chair.

The following is the evolution of chair design to create various types of chairs according to their function and use.

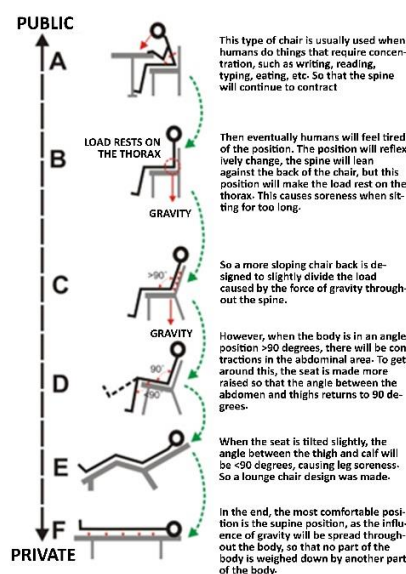


Figure 1 Evolution of Chair Design

From the explanation above, it can be seen that the lower down the type of chair used will be more personalized and the smaller the interaction between humans that occurs. Conversely, the higher up, there will be more interaction between people. This happens because the lower the function of the chair is to rest.

Ching and Binggeli (2011) divide chairs into types, namely:

1. Armchair. Armchairs are meant for relaxing, conversing, or reading.



Figure 2 Armchair
Source: trinityaluminum.com

2. Side Chair. Usually lighter and smaller than armchairs; upright backrest for eating and studying.



Figure 3 Side Chair
Source:
fajarkaryautama.indonetwork.co.id

3. Lounge Chair. For relaxing in a slightly reclining position, should be easy to sit in and to stand up, not too low or too soft, should provide good back support.



Figure 4 Lounge
Source: homefurniturecatalogs.com

4. Sofa. Designed to seat one person or two; generally upholstered; curved, straight or angled; with or without arms.



Figure 5 Sofa
Source: salesofas.com

5. Cot. A long-upholstered unit with a low, slightly raised backrest for reclining.



Figure 6 Cot
Source: 3docean.com

6. Loveseat. A small sofa with only two seating positions. The intimate style of this type of seating, tends not to be used by two people who are social strangers.



Figure7 Loveseat
Source: furniturehomedesign.com

From the various types of chairs, maybe everyone will behave differently when using them, because when someone interacts with people of different status and uses different types of chairs, then someone will issue different reactions. This can be caused by proximity that applies in every human activity. Speaking of proxemics, "Proxemics is the distance between people that is considered the most pleasant for social interaction..." (Halim, 2005: 186). In the course of this proximity theory, Edward T. Hall (1963, 1966) divides proxemic distance (proximity) into 4 types, namely:

Table 1
Types of Interpersonal Relationships, Activities, and Sensor Quality
Source: Halim (2005:200)

	Appropriate Relationships and Activities	Sensory Quality
Intimate Distance (0-0.45m)	Intimate contact (sexual intercourse, comfortable body contact) and physical sports (wrestling)	Increased awareness of sensory input; touch takes over verbal vocalization as a form of communication
Personal Distance (0.45-1.2m)	Contacts between close friends, as well as interactions with acquaintances	Sensor input is slightly more alert than intimate distance, normal vision and provides specific feedback; verbal rather than tactile communication
Social Distance (1.2-3.6m)	Non-personal contacts, business contacts	Minimal sensor input; less specific view than personal distance; normal sound (6m audible) maintained; no touch possible
Public Distance (>3.6m)	Formal contact between individuals (actors, politicians) and the public	No sensor input; no specific visuals

The above is closely related to human personal space, where if humans perceive the space around them complete with its contents, and if the room contains other humans, then the person will create a certain distance between himself and others, and the distance is largely determined by the quality of the relationship between the people concerned (Laurens, 2005: 108).

In his book, Laurens (2005:115-119) explains several factors that can affect the amount of personal space, namely:

a. Personal Factor

- Gender

Heska and Nelson (1972) say that one of the determinants of differences that depend on the individual himself is gender. Women or men both create distance with interlocutors of the opposite sex. Conversely, in the case of same-sex interlocutors, women will reduce their personal space distance if the interlocutor is familiar. The more intimate the relationship with the interlocutor, the smaller the personal space distance.

Meanwhile, in men, same-sex intimacy has no effect on personal space. In general, male to male relationships have the largest personal space (Gifford, 1982), followed by female-to-female relationships, and the largest personal space is between members of the opposite sex.

However, Altman (1975) suggests that one possibility is that this difference in the amount of personal space in relation to gender is due to differences in socialization between men and women rather than biological differences.

- Age

In general, the older a person gets, the more personal space he will impose on certain people (Hayduk, 1983). In adolescents for example, personal space towards the opposite sex will be greater than in children. Conversely, children will create a greater distance with unfamiliar people than adolescents or adults.

According to Castell (1970), at the age of eighteen months a child begins to choose different interpersonal distances depending on the people and situations he faces. Altman (in Sarlito, 1992) in his research states that personal space only emerges in adolescence. Meanwhile, Evans and Howard (1973) said that at the age of 12 a teenager has formed the same personal space as an adult.

- Personality Type

Duke and Nowski state that people with external personalities (feeling that everything is more determined by things outside themselves) need more personal space than people with internal types (feeling that everything is more determined by things within themselves). Cook (1970) also argues

that people with introverted personalities (not easy to make friends, shy), need more space than people who are extroverted (people who are easy to get along with, lots of friends).

- **Cultural Background**

Holahan (1982) says that one's ethnic and cultural background also affects the size of one's personal space. For example, Germans are more formal in their communication with others and therefore they keep their distance. If their personal space is disturbed then they become offensive. Arabs in communicating must be very close, between the same sex they touch, hug each other, kiss, and their orientation is more direct (Mehrabian, 1966).

b. Environmental Situation Factors

Variations in personal space are also influenced by the environmental situation in which the person is interacting. These situational factors can be grouped into social and physical situations, cooperation-competition, and status.

- Attraction and friendship make people physically closer, there is no fear or disturbance by their presence. Similarly, a sense of community and excitement will reduce the amount of personal space.
- Physical arrangements such as room dividers can reduce the feeling of invasion of personal space. People use the space in the corner more than the center of the room.
- Sommer (1969) conducted a number of simulations of cooperative-competitive situations and found that orientation angle is important. In competitive situations people will choose to sit facing each other, whereas in cooperative situations people choose to sit side by side or indirect orientation.
- The greater the difference in these situations, the greater the personal space. For example, a student going to eat in the cafeteria prefers to sit close to his friend rather than the lecturer or chancellor because of the perceived difference in social status.

In the case of choosing the interior design of this coffee shop, it is hoped that designers can design this kind of place by considering the many possibilities that will occur in it. One of them is the influence of proximity and personal space of each individual which may be different when in a public space like this. By paying attention to this proximity factor, the designer is expected to minimize the possibility of being wrong in determining the type of chair and layout for the fulfillment of the needs of visitors to the place. So that if the designer chooses the right chair / seat and in the right place by considering this proximity theory, it is hoped that visitors will feel comfortable being and interacting in the cafe.

RESEARCH METHODS

The research method used in this research is natural observation (natural observation) which is qualitative in nature. This qualitative research method is used because the results obtained must be conditions without manipulation. This method is used to find out how different types of chairs affect human behaviour in interacting when in the chair setting.

The object of research this time is emphasized on human behaviour when interacting with friends, friends, relatives, acquaintances and lovers while in a coffee shop. The focus of the research is when they interact with other people with a certain social closeness status in different types of chairs.

The data collection technique used in this research is non-participatory observation. The researcher in this case acts as an observer without being involved in the activities under study, because the result of this study is to find out the effect of seating / chairs on human activities and habits in interacting and communicating, in this case nonverbal communication, in the cafe when viewed in proxemic science. "Data collection techniques with observation are used when research is related to human behavior, work processes, natural symptoms and when the observed respondents are not too large" (Sugiyono, 2010: 203).

After the data from the observations were collected, the interactions and nonverbal communication between visitors and their interlocutors were identified. Observations made based on proximity theory can predict existing social relationships, so that it can be observed how the interaction is when in different types of chairs. In the end, this research is expected to help designers to determine the type of chair and layout that is suitable for visitor comfort.

RESULT AND DISCUSSION

From the results of observations made to well-known cafes in the city of Bandung, namely Ngopi Doeloe Jl. Hasanudin and Jl. Teuku Umar, the author found that there are 3 types of chairs used in the cafe, namely armchairs, single sofas and loveseats. Based on this, the author divides three categories of social relationships in interacting while on the seat.

A. Armchair

a. Couple

For two people in a couple, this type of seating may be uncomfortable, because usually the activities carried out by people in pairs are to always be close together, so that the seating arrangements that have been arranged will be deliberately moved closer, so that more intimate interactions occur. In this type of social relationship, the proxemic distance includes the type of intimate distance, but because the seat type has arms, the proxemic distance is not zero.



Figure 8 Use of Armchairs for Couples

b. Friends

For people with this kind of social relationship, any type of chair doesn't really matter, because the personal space between them can be very close or distant, so for this kind of social relationship, any type of chair doesn't really matter.

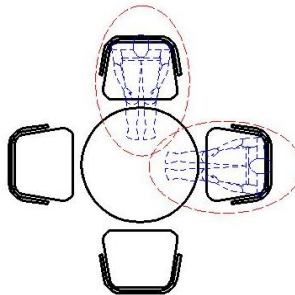


Figure 9 Using an Armchair for Friends

c. Acquaintance

For two or more people who are just acquaintances, such as business partners or new acquaintances, this type of seat may be more comfortable, as it is easier to maintain personal space.

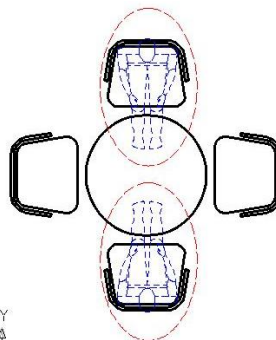


Figure 10 Use of an Armchair for Acquaintance

B. Single Sofa

From the results of preliminary research conducted by researchers on 30 respondents of cafe visitors regarding which type of chair is the most attractive according to cafe visitors in December 2012, this type of single sofa is a type of chair that is very attractive in cafes, this is related to the activities that are usually carried out in cafes, as has been mentioned in the literature review, that cafes are often used by people to relax,

not as a special place to eat. Therefore, visitors will definitely prefer the type of chair that they think is comfortable for leisure activities.

a. Couple

For this type of single sofa with the placement facing each other, it may not be very attractive for couples, as they cannot do intimate activities.

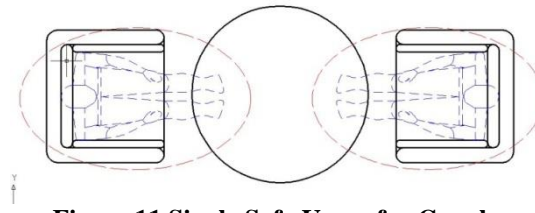


Figure 11 Single Sofa Usage for Couples

b. Friends

Just like the armchair type, this single sofa will not affect their comfort too much, as they can still interact warmly while maintaining their personal space.

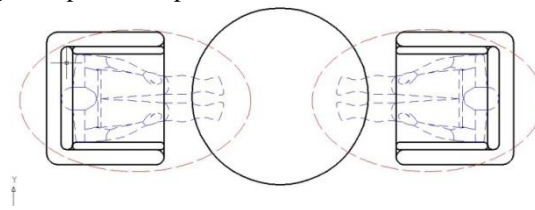


Figure 12 Single Sofa Usage for Friends

c. Acquaintance

For this type of social relationship, a single sofa with a facing placement like this will probably be the most preferred option, as each individual can be very protective of their personal space.

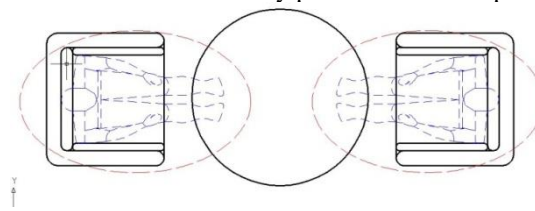


Figure 13 Single Sofa Usage for Acquaintance

C. Loveseat

a. Couple

This type of seating is the most preferred by those who have a social relationship as a couple, because of the activities that can be done when sitting in this loveseat, couples can express their interactions more. The proxemic distance can be up to 0 m.

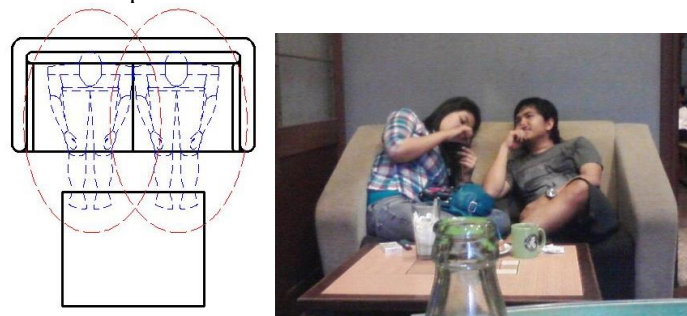


Figure 14 Loveseat Usage for Couples

b. Friends

For two people who have a social relationship as friends, this type of chair can be comfortable or not. It depends on their gender. If they are of the opposite sex, they will usually sit at the ends of the sofa to maintain their personal space. But if they are of the same sex, then it won't matter too much. Because according to Heska and Nelson's research (in Laurens, 2005: 115) women or men both create distance with interlocutors of the opposite sex. Conversely, in the case of same-sex interlocutors, women will

reduce their personal space distance if the interlocutor is familiar. The more intimate the relationship with the interlocutor, the smaller the personal space.

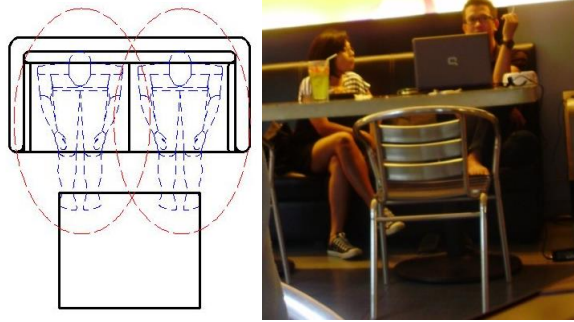


Figure 15 Loveseat Usage for Friends

c. Acquaintance

For people who are newly acquainted or acquainted but not too familiar, this type of seat is the last choice for them, because with this type of seat they will feel that their personal space is disturbed. As stated in the literature review above, the proxemic distance for this type of social relationship is 1.2-3.6m, so if they are on the same sofa with a distance of about 20-30cm, then they will feel invaded, because their personal space intersects. Especially if one of them has an introverted personality (not easy to make friends, shy), because according to Cook's research (in Laurens, 2005, p. 117) requires more space than extroverted people (people who are sociable, have many friends).

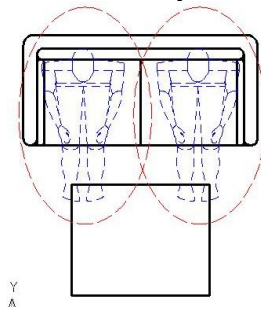


Figure 16 Loveseat Usage for Acquaintance

CONCLUSION

Proximity or distance between people that is considered the most pleasant for social interaction is very influential on the selection and placement of a chair or seat in public spaces such as coffee shops. Because coffee shops are one of the places where people with different characters gather to interact with each other, so the selection and arrangement of furniture in it will greatly affect the comfort of visitors.

Wrong placement or selection of furniture, especially chairs, will cause visitors to be uncomfortable in it. As the following research findings:

1. The mistake of placing the loveseat right in front of the coffee shop entrance. As discussed earlier, the loveseat is mostly used by people who have very close social relationships, so the activities carried out will definitely be more intimate than other social relationships. The problem is that when the loveseat is kept right in front of the entrance, it is less desirable, and becomes the last choice. When the loveseat is occupied by a couple, they will theoretically have a more intimate interaction, but because it is placed in front of the entrance, it is certain that they will be very distracted by the sight of other visitors who have just arrived. This misplacement can be avoided if the designer or manager knows the type of chair and who will be using it.

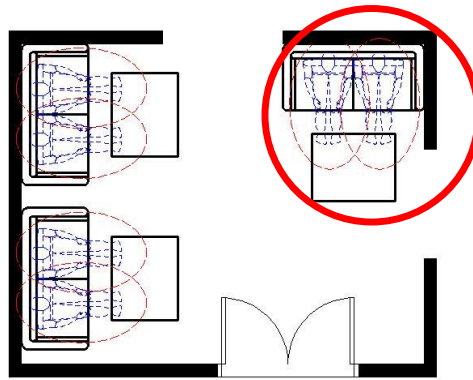


Figure 17 Layout of One of the Rooms at Ngopdul Jl. Hasanudin, Bandung

2. When placing the loveseats in a row without any distance, so that the armrests are united. When viewed from proxemic science, the placement of sofas like this will make visitors very uncomfortable, because their personal space will intersect with other people's personal space. Perhaps this is why the sofas that are occupied are always only the left or right sofas, the middle sofa is occupied when visitors feel that there are no more sofas that can be occupied. This misplacement can result in the sofa not being occupied by visitors, and the result is that visitors are not comfortable in the coffee shop.

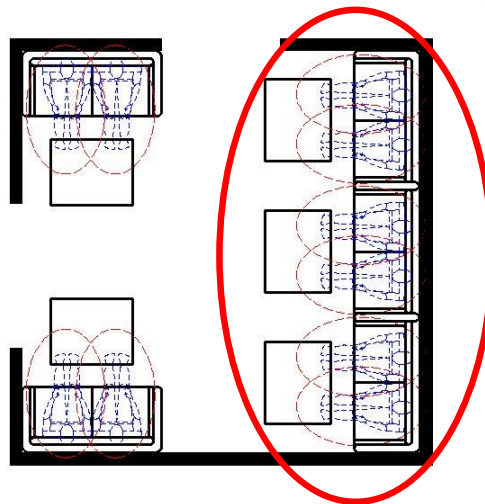


Figure 18 Layout of One of the Rooms at Ngopdul Jl. Hasanudin, Bandung

From the findings, it can be seen that the selection of seat types that do not consider the proximity theory can lead to uninterested areas that are not well utilized. Knowing the proximity theory will hopefully minimize such errors.

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