

## FURNITURE DESIGN ANALYSIS OF CULINARY INDUSTRY OUTLETS IN BANDUNG CITY

**Nefi Salsabila Hadi**

Master of Design, Faculty of Postgraduate, Universitas Komputer Indonesia, Bandung,  
Indonesia

**Ahadiat Joedawinata**

Master of Design, Faculty of Postgraduate, Universitas Komputer Indonesia, Bandung,  
Indonesia

**Abstract:** Furniture design is a facility that has an important role for an outlet. In addition to providing functions as needed, furniture design can also add an aesthetic role and strengthen the identity of the selling product in this context, namely Mixue Ice Cream & Tea products. This research aims to analyze the type of furniture design used in Mixue Ice Cream & Tea outlets in Bandung City. By using descriptive research methods, then researchers conducted direct observations of furniture facilities at Mixue outlets in the city of Bandung, and analyzed the types of furniture designs found at these outlets. The results showed the diversity of the types of furniture designs used at Mixue Ice Cream & Tea outlets in the city of Bandung. This research can be a consideration and reference for outlet owners, especially the culinary industry and also for interior designers, to pay more attention to the types of furniture used to suit the needs of activities and facilities in designing a culinary industry outlet, in order to improve customer experience and operational effectiveness of an outlet.

**Keywords:** Furniture Design, Outlet, Mixue.

### INTRODUCTION

Furniture design is an important component in a room that involves human activity. GÜNAL ERTAŞ & ŞATIR (2021) stated that, furniture has always been an inseparable component of our habitat since ancient times. In addition to supporting the needs of facilities and user activities, the development of furniture not only provides practical or functional services, but also aesthetic benefits and environmental opportunities (Bumgardner & Nicholls, 2020).

In a culinary industry outlet, it is necessary to design furniture that supports the needs of visitors to the outlet. In addition to supporting visitor activities, furniture also affects the comfort of its users. In this context, Mixue Ice Cream & Tea outlet is the object of research which has an attractive and quite iconic furniture design.

Mixue Ice Cream & Tea is a well-known brand in the food and beverage industry, especially in the field of ice cream and tea drinks. Its full history can probably be found through online searches or current news sources. Generally, brands like Mixue Ice Cream & Tea can have a diverse journey, from company establishment, product development, business expansion, to brand reputation in

the market. This includes product innovations, marketing strategies, and responses from customers and the market.



**Figure 1. Mixue Ice Cream & Tea logo**

Source: <https://kumparan.com/>

As Food Talk reported in 1997, the mixue grew, and around 2006 ice cream cones shaped like torches became popular in Zhengzhou. Zhengzhou is a city located in Henan province, China. Henan is one of China's largest provinces located in the central part of the country. The cone-shaped ice cream trend caused the price of ice cream at that time to jump to 5-10 times its normal price. That's when Zhang Hongchao got an opportunity and started learning ice cream recipes. Zhang Hongchao's ice cream was successful and accepted by the public. At that time, his ice cream was sold for 2 RMB or IDR 5,000 today. The price of ice cream is very cheap. Because, at that time the average price of ice cream on the market could reach 10 RMB or Rp. 22,000,- thousand now. Thanks to that, the shop called Mixue Bingcheng is growing rapidly. It often had a long queue of visitors. A year later, Mixue Bingcheng started franchising. Dozens of Mixue Bingcheng outlets began to mushroom in Henan Province. In 2008, Mixue Bingcheng was officially established as an ice cream company with more than 180 franchises. Mixue Bingcheng also began to enter the Indonesian region in 2020. Until now, this ice cream outlet has spread throughout almost all of Indonesia.

Mixue first operated in Indonesia in 2020 by opening an outlet in the Bandung area. Two years later, the company has expanded its network to over 300 stores across Indonesia. Mixue can take over the ice cream industry by offering a comfortable place and affordable prices. Mixue Ice Cream & Tea outlets are one example of a food and beverage outlet that has high popularity in Bandung. Known for its modern and refreshing concept, Mixue Ice Cream & Tea has attracted many customers, especially young people. The interior design and furniture facilities used in these outlets are important factors in creating a comfortable and attractive atmosphere for customers. Behind the attractive visual aesthetics and alluring flavors of these ice creams and tea drinks, there is a need for furniture design facilities that support the needs of visitors, including seating and table facilities.

In this context, it is relevant to analyze the facilities and furniture design in Mixue Ice Cream & Tea outlets in Bandung City. By understanding the characteristics and design quality of the furniture used, store owners and interior designers can make appropriate improvements to enhance customer experience and store operational effectiveness. Therefore, this study aims to

conduct an in-depth analysis of the facilities and furniture design in Mixue Ice Cream & Tea outlets in Bandung City.

The type of data to be collected or obtained in this research consists of descriptive data (words), drawings or photographs, and plans. After the object of research is identified, this data is then analyzed with a qualitative model, which uses observation and analysis methods. Thus, this article not only aims to dig deeper into the visitor experience at Mixue Ice Cream & Tea outlets, but also provides practical guidance for interior designers and business owners in creating a supportive environment that provides a good psychological impact on the occupants of a space.

## LITERATURE REVIEW

### Outlets

According to the Big Indonesian Dictionary, the meaning of the word outlet is halls for beds and so on. Another meaning of outlets is small shops, tables, and so on where to serve visitors (buyers, customers) in hotels, banks, and so on. In this context, Mixue Ice Cream & Tea outlet is a retail in the culinary field which certainly has the need for sitting facilities and tables (furniture) for visitors to enjoy Mixue products. According to Joyce (1970), furniture is classified into 4 groups based on its type, namely; 1). Group of chairs (including various types of chairs). 2). Support group (includes various types of tables). 3). Resting place group (includes various beds). 4). Storage group (including various types of cupboards).

The following are the types of furniture based on the model, and are commonly found in an outlet:

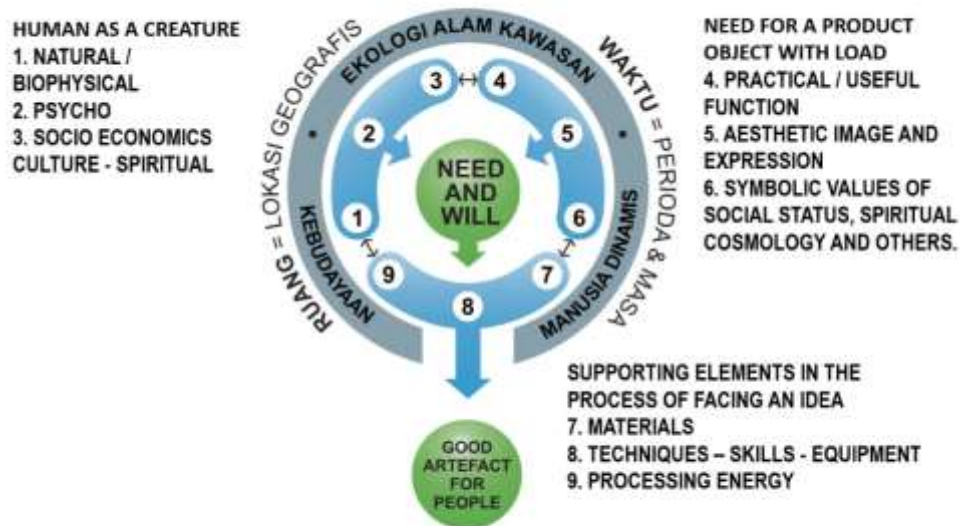
1. Knockdown Furniture: this type stands out for its ability to be disassembled easily, which makes it very suitable for users who have a high intensity in moving furniture. However, the ease of disassembly still requires assistance from a handyman, especially for large furniture. Aside from the flexibility in arrangement, this type is also known to have a minimalist, elegant, and exotic look, which makes it an attractive option for users who prioritize aesthetics.
2. Mobile Furniture: this type of furniture is a favorite for those who want ease in moving the furniture. Equipped with wheels on the legs or base, this type allows users to easily move and relocate the furniture as needed. Common examples of this type are office desks and chairs with wheels. However, it is important to pay attention to the quality of the wheels as this factor greatly affects the durability of the furniture.
3. Built-In Furniture: built-in furniture is permanently designed and not easy to change or move. Its main characteristic is that its shape is adapted to the room conditions, utilizing every inch of available space. This type is perfect for apartments with minimalist and elegant design, where space efficiency is highly prioritized.
4. Free Standing Furniture: furniture that is a type of furniture that is not permanent and easy to move or shift. Unlike Built-In furniture, this type is not tied to a specific position and is used more often. Sofas, chairs and coffee tables are examples of Free Standing furniture that are commonly found.

A store's furniture is designed to meet customer needs, enhance user experience and support the store's business operations efficiently.

### Furniture Design

Design is a system used for any kind of design, where the approach is to see each problem as part of an interrelated whole, not as a separate entity (Pamudji Sutandar, 1993). In the process of realizing an idea into a real object, there are nine guiding elements that act as a guide. Humans, as beings who need product objects, want them to not only fulfill their practical functions, but also reflect the desired image, have important symbolic values and provide the desired social status. Thus, each product element is not only produced to fulfill functional needs, but also to fulfill human desires and expectations of the product.

#### 9 GUIDING ELEMENTS IN THE PROCESS OF BUILDING AND TURNING AN IDEAS INTO A REALIZED OBJECT



IN THE DESIGN PHENOMENON, THESE 9 GUIDING ELEMENTS ARE ALWAYS RELATED, EFFECTING EACH OTHER, TO DRIVE OPTIMUM DESIGN RESULTS.

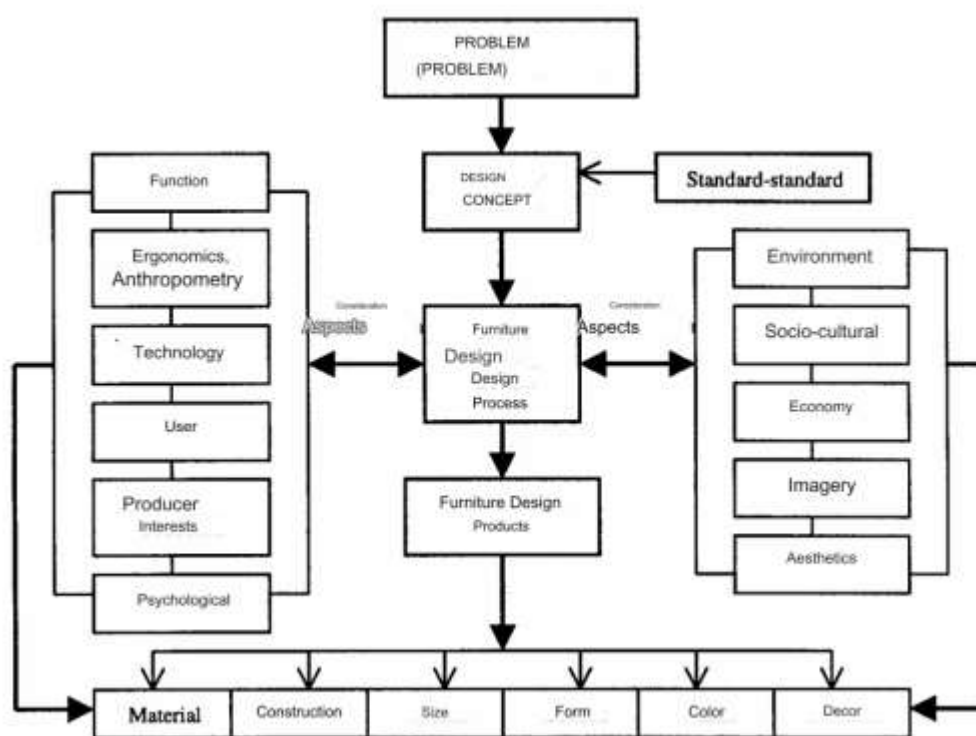
**Figure 2. Schematic of the 9 Guiding Elements in the Process of Awakening and Blending an Idea into a Manifest Object by Dr. Ahadiyat Joedawinata**

Source: *Design Thinking Lecture Module, 2020*

This theory explains that design is the result of the dynamic interaction between various aspects, including the social, economic, cultural, and natural ecology of an area, as well as human traits as a whole. The design object reflects the result of the complex interaction between human culture, the natural characteristics of the area, and the exploration of visual elements that live in the community at a certain period of time. The formation of various objects that support the daily activities of human communities has been occurring since the beginning of human settlement in various locations on this planet. The geographical location and topography of an area greatly influence the quality and characteristics of its natural ecology. Humans, in accordance with natural characteristics and events, build cultures that reflect certain needs, desires, fears, abilities and values. The formation of material culture objects that support daily life in society, especially in locations with specific ecology and topography, is influenced by the material elements, techniques, tools, and energy present in the natural and cultural environment of the area. These objects are designed to fulfill a variety of practical, aesthetic, and symbolic needs, which vary according to the situation, form, and living conditions in each region.

In the Indonesian dictionary, it is explained that furniture is household equipment such as chairs, tables and cabinets (Salim and Salim, 1991). According to the general dictionary of Grolier Encyclopedia of Knowledge (1995), it is explained that furniture is an object that has functions and benefits of something to sit, something to sleep, something to store goods. Furniture aims to build an easier and more comfortable life for humans (Astonkar & Kherde, 2015). The use of furniture will affect the efficiency of humans/users towards their activities. So, furniture is needed by adjusting the needs of users and adjusting the function of the room. Furniture, on the other hand, refers to the furnishings used in buildings, be it for household, business, or public needs. Furniture can be movable items, such as chairs and tables, or fixed ones, such as cabinets (Geck, 1997).

Below are aspects of furniture design considerations by Martadi (2002) expressed with a chart, as follows:



**Figure 3. Aspects of Furniture Design Planning Considerations**

Source: Martadi, 2002

By understanding and making the above considerations, designers can create furniture designs that are not only functional and ergonomic, but also environmentally friendly, aesthetically pleasing, and can meet the needs and preferences of users well. An interior designer certainly has the capability to create the furniture design facilities that his clients need. However, designers' ideas sometimes dwell on aesthetics alone because they do not properly understand other aspects (production, marketing, packing, shipping, etc. that also affect design (Hartanto, 2020).

**METHODOLOGY**



The type of data to be collected or obtained in this research consists of descriptive data (words), drawings or photographs, and plans. After the object of research is identified, this data is then analyzed with a descriptive model, which uses direct observation and analysis methods. Observations are carried out with the aim of analyzing the furniture facilities contained in outlets based on theories that have been collected which certainly have relevance in this context. This article contains an analysis of the furniture facilities contained in the interior of Mixue Ice Cream & Tea outlets in Bandung City. The discussion focuses on furniture design, namely, the types of furniture facilities found at Mixue Ice Cream & Tea outlets in Bandung City. Mixue Ice Cream & Tea outlets that are the object of research include; Mixue Dago Pusat outlet on Jl. Ir. H. Juanda No.314A, RT.01 / RW.01, Dago, Coblong District, Bandung City, Mixue Dipatiukur outlet on Jl. Dipati Ukur No.72F, Lebakgede, Coblong District, Bandung City and Mixue Paskal23 outlet at Paskal Hyper Square, Ruko, Kebon Jeruk, Andir, Bandung City. The purpose of this study is to determine the furniture design facilities contained in these Mixue outlets.


**DISCUSSION**

Basically, Mixue Ice Cream & Tea outlets have the same concept and interior style. The modern concept with quite minimalist makes the design of furniture and Mixue icon decoration objects found at the outlet more comfortable to look at and enough to give a "cheerful" impression.

The following is a table analyzing the furniture facilities found at Mixue Ice Cream & Tea Dipatiukur outlet, Mixue Ice Cream & Tea Dago center outlet and Mixue Ice Cream & Tea Paskal 23 outlet.

**Table 1.** Analysis of Mixue Ice Cream & Tea Dipatiukur outlets.

NO	Picture/Photo	Description
1		At the beginning of entering the store, visitors can immediately access counter facilities and menu boards. And there is a cupboard / storage rack in the counter area. Then on the wall elements there are quite a lot of decorations that represent Mixue's identity.
2		At the front of the counter there are table and chair facilities, as well as bar tables and stools. On the wall elements, there are quite a lot of decorations that represent Mixue's identity.

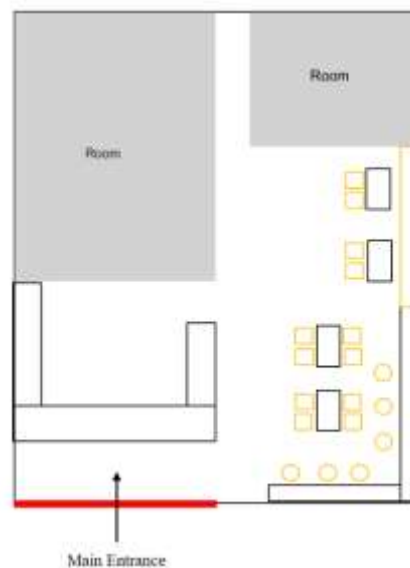
3		<p>Next to the bar table and stool area, there is a build-in sofa type facility under which there is lighting (LED lamp) with tables and chairs. On the wall elements, there are quite a lot of decorations that represent Mixue's identity.</p>
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Note: objects that are colored yellow indicate that the object is the facility that is being described/mentioned in the "Facility Type" column.

Based on the table above, it can be concluded that the Mixue Ice Cream & Tea Dipatiukur outlet has quite a variety of types of furniture, including;

- Knockdown furniture: Counter and cashier table
- Mobile Furniture: Ice cream machine (there are wheels on the legs)
- Built-In Furniture: Bar table and sofa
- Free Standing Furniture: Chairs, tables and stools


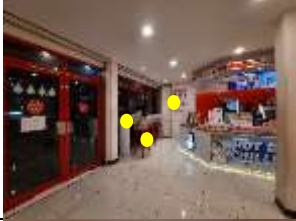



Below is an overview of the space/layout arrangement at Mixue Ice Cream & Tea Dipatiukur outlet.



**Figure: 4. Furniture Layout of Mixue Ice Cream & Tea Dipatiukur outlet.**

Note: objects that are colored yellow indicate that they are seated facilities. This outlet can be categorized as a fairly small outlet.

**Table 2.** Analysis of Mixue Ice Cream & Tea Dago Center Outlet.

NO	Picture/Photo	Description
1		At the beginning of entering the outlet, visitors can directly access the counter facilities at the bottom of which there are lighting elements (LED lamps), menu boards and cabinets / storage racks in the counter area.
2		There are bar tables and stools in the window area. The wall elements have decorations that represent Mixue's identity.
3		In this area there are tables and chairs, Mixue identity decorations and even decorations that provide an element of lighting (neon custom lamp) on the red wall.
4		In this area there are sofas (build-in), tables and chairs and decorations on the walls that represent Mixue's identity.
5		This semi-outdoor area can be a special facility category (smoking area) where there are tables and benches.

Note: objects that are colored yellow indicate that the object is the facility that is being described/mentioned in the "Facility Type" column.

Based on the table above, it can be concluded that the Mixue Ice Cream & Tea Dago Center outlet has quite a variety of types of furniture, including;

- Knockdown furniture: Counter and cashier table
- Mobile Furniture: Ice cream machine (there are wheels on the legs)
- Built-In Furniture: Bar table and sofa
- Free Standing Furniture: Chairs, tables and stools

Below is an overview of the space/layout arrangement at the Mixue Ice Cream & Tea Dago Center outlet.



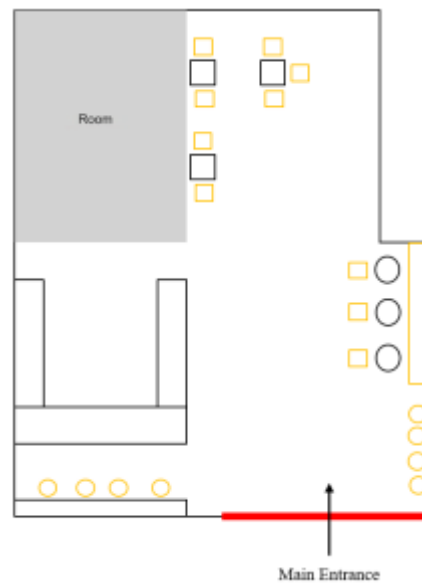



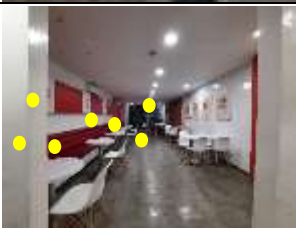


Figure 5. Furniture Layout of Mixue Ice Cream & Tea Dago Center.

Note: objects that are colored yellow indicate that they are seated facilities. This outlet can be categorized as a fairly large outlet.

Table 3. Analysis of Mixue Ice Cream & Tea Paskal 23 outlets.

No	Picture/Photo	Description
1		From the direction of the store entrance, on the right side there is a counter that has an element of lighting in the lower furniture design (LED lamp), then there is a menu board and decorations that represent Mixue.
2		To the left of the store entrance, there are tables and chairs and decorations on the wall elements that represent Mixue's identity.
3		The photo was taken around the 5th staircase to the 2nd floor. At the access to the staircase, there are decorations that contain elements of lighting (neon custom lamps) on the wall.

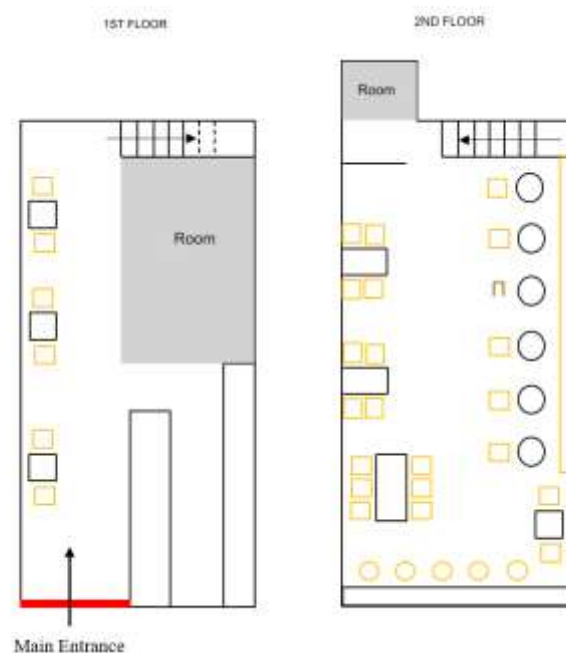
4		The photo was taken exactly at the position of arriving at the 2nd floor. It coincides directly towards the toilet access.
5		On the 2nd floor area, there are bar tables and stools in the window area, there are tables and chairs, sofas that are built-in and decorations that represent Mixue's identity on the wall elements.

Note: objects that are colored yellow indicate that the object is the facility that is being described/mentioned in the "Facility Type" column.

Based on the table above, it can be concluded that the Mixue Ice Cream & Tea Paskal 23 outlet has quite a variety of types of furniture, including;

- Knockdown furniture: Counter and cashier table
- Mobile Furniture: Ice cream machine (there are wheels on the legs)
- Built-In Furniture: Bar table and sofa
- Free Standing Furniture: Chairs, tables and stools

Below is a description of the space/layout arrangement at Mixue Ice Cream & Tea Paskal 23 outlet.



**Figure 6. Furniture Layout of Mixue Ice Cream & Tea Paskal 23.**

Note: objects that are colored yellow indicate that they are seated facilities. This outlet can be categorized as a fairly large outlet.

### CONCLUSION

The conclusion of the results of the furniture design analysis of 3 Mixue Ice Cream & Tea outlets in Bandung City is that Mixue outlets have a variety of facilities such as; tables, chairs, sofas, stools, benches, counters, bar tables and even menu boards and are supported by various decorations, lighting / lighting and furniture layout that is good for visitors, especially young people today, which is quite close to the hangout culture while doing assignments, playing gadgets, etc. In general, the types of furniture used in Mixue Ice Cream & Tea outlets are knockdown furniture, mobile furniture, built-in furniture and free standing furniture. The type of mobile furniture used in these three outlets is exactly the same because this is an ice cream processing machine product that is quite common in the market. The difference between outlets is only in "special facilities", namely, smoking areas.

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#### ABOUT THE AUTHORS

Nefi Salsabila Hadi, email: [nefi.75323005@mahasiswa.unikom.ac.id](mailto:nefi.75323005@mahasiswa.unikom.ac.id)

**Nefi Salsabila Hadi** is a graduate student in the master of design program at Universitas Komputer Indonesia. besides that she is also a freelancer in the field of interior design.

Ahadiat Joedawinata, email: [ahadiat@gmail.com](mailto:ahadiat@gmail.com)

**Ahadiat Joedawinata** is a lecturer at Universitas Komputer Indonesia. He teaches in the master of design program (postgraduate). besides that, he is also a practitioner in the field of interior design.