

THE CONCEPT OF FEMINISM IN THE INTERIOR SPACE OF WOMEN SPECIAL FITNESS CENTERS

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ABSTRACT

The purpose of this research is to review the concept of feminist architecture in fitness facilities specifically for women. Women's fitness or gyms facilities are becoming increasingly relevant in the era of health and fitness awareness, women's gyms are facilities that provide fitness services that are tailored to the needs and preferences of women. The study reviewed the concept of feminism in women's fitness facilities. The research methods used are qualitative methods with descriptive analysis approaches, with data collection techniques through observations, interviews, and literature studies. Therefore, through this research will be presented findings that show that women's fitness facilities have some characteristics of feminism architecture, among others the clear distribution of space between private and public spaces, fine and unrigid architectural punches by playing curved fields, the use of colors and ornaments that depict the feministic nature of femininity, as well as the provision of facilities that support the comfort and safety of women.

Keywords: *concept, feminism, interior space, fitness facilities, women*

INTRODUCTION

In the social and political movement known as feminism aims to equal rights and opportunities between women and men in various areas of life. The term "feminism" is often interpreted as a social movement for women because it feels closer to feminism. Feminism in its behavioral approach to the design of public spaces, will be closely related to territoriality (Fatimah, 2015). It's something that really affects the individual or groups in fulfilling each other's rights. In humans, this territoriality not only serves as an embodiment of privacy, but moreover territoriality also has a social and communication function. One that constitutes a territorial limitation of one person to another is gender. Moreover, gender constraints refer to social and cultural contexts. Feminism is a femininity that is limited psychologically, physically, and otherwise, leading to the domination of the gender of women over men in the territorial sphere.

Several studies that have been carried out by other researchers regarding women's territory are; Silaban and Punuh (2011) discussed the relationship between feminism and architecture, Esariti (Esariti et al., 2020) which discusses provision of gender responsive facilities in space public open, Qomariah and Saputra (Qomariah & Saputra, 2020) concerning gender-based use and control of space, Pangkey (2017) discussed about materials in architecture

feminism, and Badu (2019) discussed about architecture feminism in public facilities (salon). These studies both discuss the position of women in the public sphere. Among the existing research, none has discussed fitness facilities specifically for women.

This research takes a case study of a fitness facility (XYZ Fitness) in the Bandung area which limits consumer space by classifying female gender as the main consumer. This research uses a descriptive analysis method with a qualitative approach. Data collection was carried out through observation, interviews and literature study. The data was then analyzed using postmodern feminist theory, especially the concept of symbolic order proposed by Luce Irigaray.

By reviewing and describing the condition of the shape concept according to the characteristics and principles of feminist architecture in women's fitness facilities (case study: XYZ Fitness). It is hoped that it can contribute to the development of interior design science, in terms of applying a feminist perspective in designing and evaluating public spaces specifically for women in fitness facilities.

LITERATURE REVIEW

Feminism, or the movement whose characters call it feministic, is the effort of women in the struggle for equality and justice with men (Faliha & Sari, 2021). Since ancient times, women have suffered injustice, been seen as helpless, weak, and often placed in second place. Various forms of discrimination and unfair treatment of women encourage them to make small moves to fight for their human rights. The meeting was led by Elizabeth Candi and her partner, Susan Anthony, in New York. In essence, feminism states that women are oppressed and act according to that view. In 1848, a number of women gathered in New York to demand a ban on women speaking in public in order to fight for their rights. This act then gained the support of the U.S. state parliament in 1850.

Architecture feminism is a combination of art and science in the design of a structure that geometrically adopts the strength that is in the side of female tenderness and conceptually challenges the dominance of men in the realm of architecture (Ningrum & Nugroho, 2022). Understanding feminism in the context of architecture is not only about accepting female characteristics, but also encompassing deeper meanings, such as freedom and equality in expressing ideas as well as designing building structures. This is reflected in the emergence of new ideas that prioritize freedom of expression as well as the use of technology. According to Dolores Hayden in her work "What Would a Non-Sexist City Be Like?", she stated, "I believe that the feminist focus point highlights the need for a fair distribution between public and private spaces." The feminist movement emphasizes the importance of space structures in architecture that take into account the needs of space for women. As for the characteristic principles in the architecture of feminism are (Meidwivita, 2021):

1. Clear affirmation of the distinction of space between private and public areas.
2. Using curved fields that create a flexible and dynamic impression.
3. Use of elements in building ornaments that reflect the female character, such as the shape of plants, flowers, tapes, ribbons, or other elements that describe the feminine character of women.
4. Use of a feminine palette of colors with soft nuances, both inside (interior) and outside (exterior) of the building with a soft nuance, like the color character in the architecture of feminism which is the color: pink or pink, purple, yellow and orange (Damayantie et al., 2021).
5. The existence of the point of interest element.
6. The setting of the design of the outer space that prioritizes the use of green concepts and the utilization of natural materials.

METHODOLOGY

In this study, the method of research used is a qualitative method with a descriptive analysis approach aimed at describing a situation or phenomena as they are. The method of describing research is the study of problems such as facts of a population that involves the activity of assessing attitudes or opinions towards individuals, organizations, circumstances, or procedures. In the method the researchers do not manipulate or give specific treatments to the object of the research, all activities or events go as they are (Sudaryono, 2017).

This method is used to directly evaluate the success of principles characteristic of feminism in the architecture and specially in interior design XYZ Fitness. The stages taken are directly reviewing the case study, collecting data, and conducting interviews with owners and consumers.

DISCUSSION

Location of the research is XYZ Fitness in Bandung. The location selection is based on the relevance of the research title to the XYZ Fitness target market whose target market is women. The focus of this study is to analyze women's fitness facilities in Bandung, because sport is now not only in demand by men but women are also beginning to realize the importance of exercise. Exercise settings construct notions of desirable bodies whereby men, in general, aim to be muscular and women predominantly work towards thin, lithe, feminine ideals (Harris and Marandi, 2002). The training in the XYZ Fitness lasts for 30 minutes, and there are twelve sports tools available for each session. The author chose XYZ Fitness, as the research object because represents a standard or an example for a women's fitness center in another location.



Figure 1. XYZ Fitness

Next, the analyzed based on Meidwivita theory about architecture feminist (Meidwivita, 2021):

Identity Color. The purple color is a characteristic feature of the XYZ Fitness and can be attributed to the descent of the king or royalty. These colors can symbolize wealth and glory, as well as strength, luxury, and ambition. One of the great colors for designs that depict femininity is purple. Brand XYZ Fitness are more than just a type of face or color. XYZ Fitness' identity system consists of a variety of carefully selected elements.

These elements work together to create characteristic images and nuances (Figure 2). This basic guide will introduce the XYZ Fitness logo and other important identity elements. The identity offers an opportunity to simplify and centralize the XYZ Fitness brand in all communications. The XYZ Fitness logo must be accompanied by a logo, in whole or in part, which is a registered trademark and may be used only with written permission. You are not permitted to change this logo in any way. Use only the XYZ Fitness logo of the permitted reproduction of the work as specified.

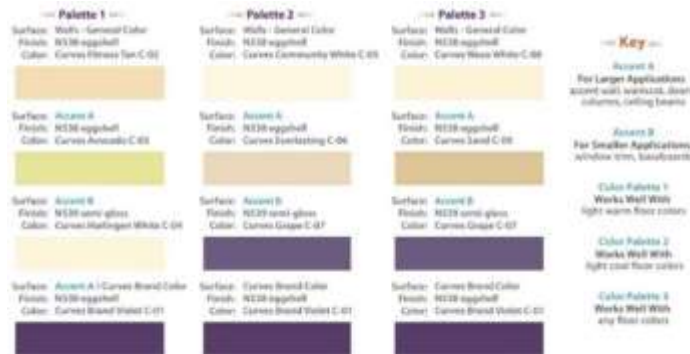


Figure 2. Color Scheme XYZ Fitness

XYZ Fitness collaborates with a well-known company in the paint industry, the "Benjamin Moore Paint". The company produces a variety of paints for walls, wood, metal, and exterior. Famous for its high quality and diverse color selection, Benjamin Moore is also known for his innovative technology in paint formulation for interior and exterior. The company's reputation among the professionals, architects, and craftsmen is excellent because of the high quality products they offer. This collaboration ensures the use of paint throughout the XYZ Fitness building, both indoors and outdoors, according to the color concept and the desired product.

An analysis of the application of the concepts of architectural forms of feminism to the building of the fitness facility :

(a) The explicit affirmation of the separation of spaces between women in private and men in public areas.

XYZ Fitness building consists of two floors, the public area is on the first floor (Figure 3) as there is a public waiting room and on the second floor is a private area that is only allowed for women. There is a clear separation of space that defines the private and public areas, in the building of the first level with the presence of doors made of tempered glass material coated with glass sticker as the boundary of space, which indicates that the public and private areas are separate. It can show that there is clarity in every space, the formation of a zone of area of space needs and the creation of a door as a boundary makes the space work according to its needs.

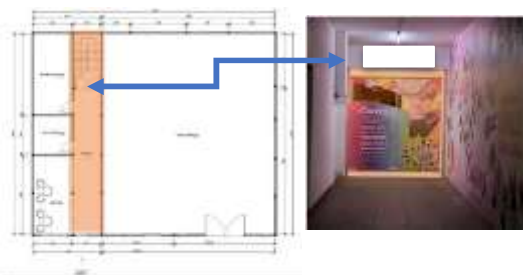


Figure 3. 1st Floor Lay Out – Dividing Private Area and Public Area

(b) The use of elements that reflect the female nature of building ornaments.

On the façade of the building, the XYZ Fitness are square-shaped long and vertical because they have no arc or stream lines on the façade (Figure 4). However, on the two transparent parts and walls on the façade, that is, the building uses tempered glass material coated with old ash film glass, it is seen in the facade design that adopts women's activities in the field of beauty, because basically most women race in embellishing themselves and appear confident.



Figure 4. Façade XYZ Fitness

Although the façade does not have a corner of the building, the facade of this building has a unique characteristic that it has a variety of ornaments on the ornament. The range of decorations is the expression of the beauty of nature and the living creatures and the decoration is a component of the elements of art in a particular culture, the use of the variety of decoration ornaments on the facades, that is, the pattern of *batik kaung picis* on the walls of buildings (Maharlika, 2018). This pattern contains a message that women has the same strength and endurance as a man (Susanto, 2018). Interior design XYZ Fitness not only has aesthetic value, but is also filled with symbolic meaning, showing awareness of the local culture.

By choosing a *picis batik* (Figure 5), XYZ Fitness conveys a strong message about feminism, the values of equality, diversity, and the power of women. This batik ornament is not only a decorative element, but also a powerful symbol that summarizes the spirit and identity of feminism in sports facilities, gives in-depth experience and gives respect to the Indonesian cultural heritage.

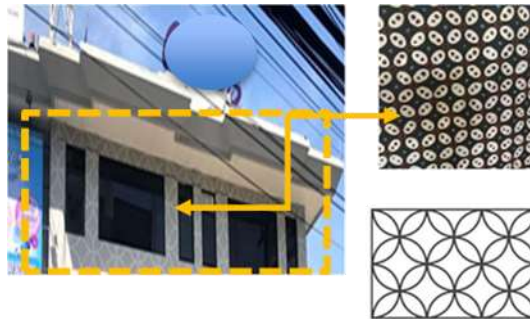


Figure 5. Kaung Picis Ornament



Figure 6. Chandelier Lamp at Dressing Room

In the area of the dressing room (Figure 6), the use of chandelier hanging lights shows the elements that reflect the female nature. Chandelier lights have the meaning of bringing warm and enchanting light, the same way women are often known for their deep emotional involvement in relationships and social interaction and the beautiful chandelier lights remind the feminine side of the tenderness, beauty, and power that exists in women.

c) Feminine colors on the interior and exterior

The interior of the XYZ Fitness building has a variety of colors (Figure 7), ranging from purple to the dominant color used in the XYZ fitness building. The purple color is a feminine color character that can give the impression of elegance and elegance that has been attributed to the classy and royalty women, besides the purple has a creative thinking and the ability to cope with difficulties positively applied to the walls in each of its spaces by combining the colors of pink, green, jade and white. This proves the interior in the XYZ Fitness room, using feminine colors such as the presence of the color of purple, pink and jade.



Figure 7. Interior Design Color Scheme at XYZ Fitness

In the exterior and interior buildings of the XYZ Fitness using a variety of colors to apply to the interior of the building, such as shade, green, blue, purple, pink, white, brown, ash and black. These colors are combined into one unity on the interior or interior space of a building, the shade on the pillars that are in the sports area and the reception area symbolize the qualities associated with optimism, cheerfulness, and creativity. The shade color is often used in various contexts, including in the context of women, as it can symbolize dynamic energy and spirit as well as silence, which is a symbol of warmth and comfort.

While the logo on the purple fitness center has a specific meaning, the color of purple on the XYZ Fitness logo is often associated with creativity, imagination, and elegance. In a female context, purple can symbolize justice and dignity, as well as loyalty to purpose. In addition, the purple color is a symbol of International Women's Day, where

it symbolizes justice and dignity, and is often used in campaigns related to women's rights. Therefore, the use of purple on the logo XYZ fitness center in women may reflect values, in line with their mission to empower women through fitness and health. Besides the black and brown colors used on and the white color used on the ceiling or ceiling and some furniture that is on the interior, such as the reception table, cabinets on the store area, and others. This proves that the interior of the XYZ Fitness space uses feminine colors that are one of the principles of feminism architecture, such as purple, pink and dwarf. It can show that there is an amplification of the palette of colors like the color character in the architecture of feminism which is the color pink or pink, violet, yellow and orange.

The visual elements that make up feminist architecture will be seen throughout the space, such as floors, walls, and ceilings. These elements will reflect the identity of space. The corporate identity and color identity on the XYZ Fitness are quite successful in reflecting a feminist architectural concept.

CONCLUSION AND RECOMMENDATION

That feminism architecture is a field that utilizes female characteristics in building design with the aim of making women feel free, secure and comfortable in it. Based on the results of the survey, it can be concluded that the overall principle of architecture feminism on the XYZ Fitness, succeeded in applying the principles characteristic architecture of the most dominant feminism is, providing clear boundaries of the area between the private zone that is only for women and the public to meet men and women, which is limited between men and girls with the aim of making women feel safe, comfortable, and free when doing fitness activities. Adoption of the feminine nature of the ornaments of the batik wire on the facade and some furniture that depicts the strength and beauty of women who are able to face various challenges and obstacles in life. The gentle feminine colors applied to the interior of the building, such as colors; purple, pink, and dwarf, in addition to using ornaments - ornamentation that reflects the feminine nature that in the wardrobe there are lamps hanging chandelier, These lamps usually consist of many small lamps and used as a focal point in a room to add beauty and create a particular atmosphere. So, when associated with women, it could be referring to the beauty and luxury represented by the hanging lamps.

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