

Interior Dissemination of The Showroom of The Technopark Building of The UPN Veteran Jawa Timur

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Interior Dissemination of The Showroom of The Technopark Building of The UPN Veteran Jawa Timur

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Abstract

UPN Veteran Jawa Timur is a state university in Surabaya with a state defense character and excels in the Tri Dharma of Higher Education. More than 150 effective products have been produced by researchers and have been used by the public. However, currently the arrangement of appropriate products is not well organized and maximized and does not have representative showrooms. FAD as a faculty that has superior products of interior design showrooms will conduct research with the title of Interior Dissemination of Exhibition Room of UPN Veteran Jawa Timur Technopark Building. This research is expected to be able to disseminate the showroom interior arrangement technology that reflects the country's defense character as a characteristic of UPN to exhibit various appropriate products from the research activities and community service of UPN Veteran Jawa Timur so that it will ultimately improve the image and excellence of veteran UPN Jawa Timur. A well-arranged interior arrangement can increase visitors' comfort in seeing the tool. The method used in this study is observation, data collection tools and design processes. In the design process used behavioral methods in this case is the behavior of visitors in the area of the showroom at the Technopark Building UPN Veteran Jawa Timur.

Keywords: Interior, showroom, technopark building

INTRODUCTION

The Faculty of Architecture and Design (FAD) is one of the faculties at UPN Veteran Jawa Timur which consists of Architecture Study Program and Visual Communication Design Study Program. As a new faculty in the ranks of UPN "Veteran" Jawa Timur, FAD has the duty and authority to preserve, develop, disseminate, and explore science, technology, and art, and function to develop the quality of human resources, both among educators, education staff and students. In accordance with the vision of FAD, which is to become the Faculty of Architecture and Superior Design with Martial Arts Characteristics and mission to organize and develop engineering education and design with the character of defending the country and improve the engineering and design research culture in the development of effective science and technology for public welfare, FAD has one of the faculty's superior products in the field of interior space. Various teaching activities, research and service related to interior arrangement have been carried out by lecturers and Architecture program students. In the interior design courses in Architecture a lot is discussed about the arrangement of space in residential homes and public facilities including showrooms.

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LPPM UPN Veteran Jawa Timur as the organizer of research and community service programs that produce appropriate product tools. UPN is a State College in Surabaya which has the character of state defense and excels in the Tri Dharma of Higher Education. The research performance of LPPM UPN Jawa Timur has been assessed by the Ministry of Research, Technology and Higher Education with the status of "Mandiri". The implementation of the results of the Research into Empowerment in the Community as well as the designs for the implementation of the TTG are mostly carried out and spread in various districts. The Center for Appropriate Technology Studies (TTG) and Industrial Engineering has Technopark Buildings and TTG laboratories that produce more than 150 TTG tools that have obtained HKI in the form of patents and Industrial designs. The product is currently on display at the Technopark building at UPN Veteran, Jawa Timur. This exhibition aims to introduce appropriate technology tools that are useful and can be used by the wider community.



Figure 1. UPN Veteran Jawa Timur Technopark Building

For now there are more than 150 appropriate products that have been produced by researchers in the Technopark building showroom. However, at this time the arrangement of the appropriate product equipment has not been arranged properly and maximally and has not had a representative showroom. The interior arrangement of the showroom for TTG tools is not maximal and well organized. **1**complete information and tool display booth have not been designed optimally. The arrangement and interior design of the showrooms in the UPN Veteran Jawa Timur Technopark building, which did not optimally make the room seem like a warehouse and less representative. With this research, it is expected that dissemination of showroom interior technology can be disseminated by applying the technology of display booth furniture design, room coloring, boundary design, room sign etc. which reflects the national defense character as the UPN's specialist to exhibit various appropriate products from UPN research and community service activities Veteran Jawa Timur. Besides that, it is hoped that with the interiors of the showroom's interior the results of research and community service will further increase the interest of lecturers to produce more appropriate technology products that are beneficial to the community and provide convenience for visitors who want to see these products and ultimately improve the UPN image and excellence



Figure 2. The existing conditions of the TTG showroom at the UPN Veteran Jawa Timur Technopark Building

METHODOLOGY

The method used in the interior arrangement of showrooms is through the method of disseminating technology products and lectures while providing an explanation of the module and how to design the Appropriate Technology (TTG) equipment that will be supported, and how the TTG equipment works and maintenance. The application of technology product dissemination on interior arrangement is carried out by training methods to the target audience. This is done by training the participants so that they can really optimize the interior arrangement of the showroom and train the loading and unloading process of TTG tool display booths. The training location is set in the seminar room of the UPN Veteran Jawa Timur Technopark building.

RESULT AND DISCUSSION

Aspects of Space Flexibility

Showrooms in the technopark building area showcased appropriate technology tools by all UPN lecturers. Flexibility here means that the work of the tool is expected to increase and change with the new one. The new tool that is produced must be quite a variety of shapes, sizes and specifications. For this reason, high flexibility is required from both the space and the supporting furniture. The development of exhibition material from time to time requires a showroom that can anticipate that. The demands of space flexibility are also due to the demand for renewal of the exhibition and collections on display at least every five years. This is to anticipate the boredom of visitors, stimulating exhibition activities and also to keep up with the times. According to Feireiss (1998), to anticipate the above, there are several ways that can be done, namely, among others:

- The development of material is anticipated with a collection rotation system from the showroom to the storage room on a regular basis.
- Changes in exhibition material, causing changes in the layout of the exhibition. For that the furniture used as a support needs to be chosen which is practical, easy to dismantle and install, and flexible to be placed in different places.
- Use of a barrier that is not permanent, so it is easy to change at any time.

At the Technopark building showroom for now there are 65 appropriate tools. Based on the analysis carried out grouping tools to facilitate structuring and obtained 2 module tools, namely a small tool with a module 80cmx120cm and a large tool with a module 120cmx160cm. While the method of displaying these tools is on average placed in the area of the floor with a certain height. From the analysis, it was found that around 80% of the tools could be placed on a pedestal with height while the rest were immediately placed on the floor because the dimensions of the tool were quite large and heavy.



Figure 3. Some examples of small, medium, large TTG devices

Circulation aspects

The aspect of circulation is very important in structuring showrooms. In the circulation technopark showrooms need to be directed so that visitors can enjoy the observation area thoroughly. The form of open and open space

makes the role of circulation very important as a guide for visitors. In the existing condition of the entrance of the visitor directly oriented to the stairs to rise to the floor above. This causes the tool can not be maximally observed by visitors.



Figure 4. Layout existing

From the layout of the existing layout there was no clear circulation of visitors. There is no difference in material, color on the floor that serves as a guide.

Aesthetic aspects

The average showroom in the campus area ignores the aesthetic aspects in the design of the showroom. Moreover, if the showroom doubles as a warehouse for storing tools due to the absence of regulation of tool changes. At the Technopark building showroom for the time being the presence of the tool is just put on the floor area. This makes minimal aesthetic aspects so that it reduces the interest of visitors to be in the observation area.

Aspect of Arranging Objects for Exhibition

The last thing that is most important in the criteria of space design is the aspect of arrangement / presentation of the object of its own exhibition. This arrangement is very closely related to the aesthetic aspects, because the regularity and neatness of laying off exhibited objects is very influential on the beauty or failure of showrooms, and the pleasant or unsightly display of objects seen by visitors. In the existing condition, the appropriate tool is just put away without any attempt to group or information from the tool. This condition results in the tool being not communicated and properly displayed

Space Marker (sign) Aspect

The space marking aspect becomes a part that is not separate from other aspects. With the sign, it will be able to further clarify the function of space and information from the appropriate tools on display.

Things that are considered in the design process of showrooms include (Susilo T, 1998):

- a. The theme of the exhibition was determined to limit objects included in the exhibited category
- b. Plan systematic presentation according to the chosen theme. The type of presentation consists of:

- System according to chronology
 - System according to function
 - System by type of collection
 - Systems according to Collection Materials
- c. Select the presentation method so that the purpose of presentation can be achieved based on the chosen theme:
- Aesthetic approach method
 - Thematic approach method
 - Intellectual approach method
- d. Entrance Outflow and Placement of Artwork
- For example, the following is a sketch of the Entry Outflow and Panel placement

The Concept of Exhibition Space Arrangement in the Technopark Showroom

Overall, the physical elements that make up the showroom that are designed are: the inner wall of the room, the floor of the inner room, the ceiling of the inner space. While the improvements related to the arrangement of show objects are: making a pedestal display tool, making a shelf to display the right product, making a sign or space identity.

Symbolizing the Space of Architecture in relation to Bela Negara

In architecture, symbols represent the meaning of things (objects, concepts, events) that have an influence on architectural formations. Salura (1999) says that symbols arise from an order of signs. Architecturally the giving of a special meaning to the physical embodiment is the basic essence of a symbol. State defense is the attitude and actions of citizens based on the love of the country, awareness of nation and state, Pancasila beliefs as the ideology of the nation and state, willingness to sacrifice in order to face every threat, challenge, obstacle and disturbance (ATHG) both from within and from outside which endangers the survival of the nation and state, the territorial integrity, national jurisdiction and the noble values of Pancasila and the 1945 Constitution.

Spatial Planning Concept

Explorative space also has space flexibility realized by the use of built-in furniture that can be adapted to the type of goods exhibited and the roaming path that is passed. If furniture is added to this space, the experience that visitors feel will be different. Other things will be felt by visitors entering a room with a higher proportion of space than the floor area. Visitors will feel more relieved and the space will look bigger. Space-scale games will feel very relieved when you first enter the area of the design object. The bright lobby atmosphere was welcomed by the unloading sculpture which served as the gate. A different atmosphere will be felt when entering the showroom.



Figure 5. Sculpture in the middle

Circulation Concept

The concept of circulation applied to this showroom uses linear circulation. Linear circulation is intended so that visitors can see all the tools on display. circulation is realized by the use of different colors on the floor. The use of red is chosen with the intention of giving confirmation to visitors to follow the direction that has been prepared. the width of the circulation area is estimated to be sufficient for visitor activity when walking and stopping at the observation area.

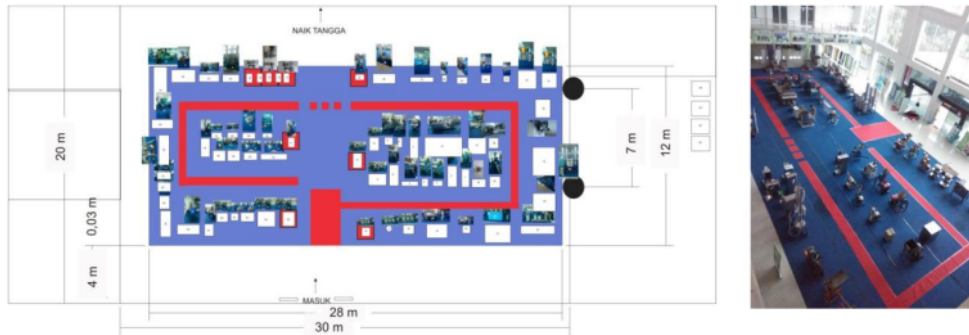


Figure 6. Exhibition Space Circulation Application

Show Off Object Arrangement Concept

Based on the conceptual background, the chosen concept and the design theme, the application into the exhibition object arrangement design is the use of indoor booth modular furniture with the following description:

1. Square form is an implementation of the efficient concept, where with a square shape all sides can function and can be combined with other squares easily so that it supports structuring booth layout to be more flexible. The size chosen as a module is 60cm x 80cm x 25cm. This is because based on the analysis of the dimensions of existing furniture and the efficiency of the main material (multiplex).
2. The colors used by the state defense concept are the manifestation of the love of the homeland. The use of white, black and green combination dominates furniture.
3. The main material is used multiplex in making a prototype because of its lightening factor compared to other materials. For reinforcement construction or steel plate connections are used.
4. The use of existing hardware is the result of consideration of the strength and stability that has been tested. Some of them are iron plate poles. In the installation of iron plates for knockdown system applications certain arrangements are made, so that only by placing or connecting the display can it be installed stably (only need screws).
5. Modular so that the model can use the same component. The existence of the same system for several products becomes an efficient concept implementation.
6. User Friendly Can be dismantled by 1-2 people, both men and women.

The design of this display system has advantages that can be seen from the layout settings, namely:

1. With the same number of main modules different settings can be made.
2. In the same main module settings it can look different by setting the display type differently.

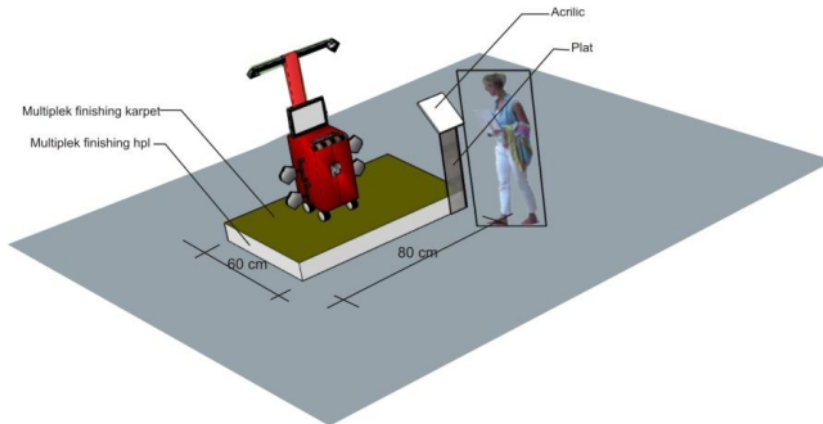


Figure 7. Some configuration of the base furniture module

Space Marker Concept (sign)

At the sign concept orientational sign is used at the entrance area. From the entrance, visitors are expected to get clarity about the space and arrangement. As for the identity of space and a list of appropriate tools are placed in the area next to the stairs going up. Applied to permanent bulkhead made from gypsum and coated with acrylic. Placement sign the name of the room next to the stair area is intended to be easily visible to visitors when at the entrance.



Figure 8. Sign the name of the room and information regarding the LPPM

Sign on the furniture placed on each display pad. With the information tool, visitors are expected to be more clear about the specifications of the equipment on display.

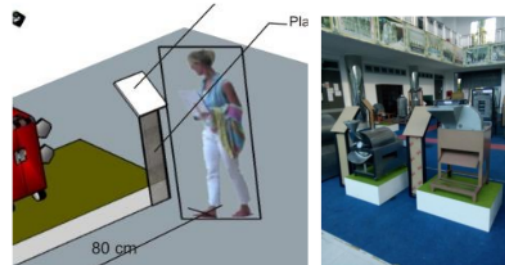


Figure 9. Name of tool and information sign

CONCLUSION

The conclusions that can be drawn from this activity are:

- a. The arrangement of showrooms for appropriate technology tools at UPN Veteran Jawa Timur must be in accordance with zoning activities, namely the showroom zone
- b. Flexible showroom arrangement, so that at any time it can be changed quite easily according to conditions.
- c. Arrangement of showrooms with comfortable circulation for visitors.
- d. Arranging showrooms with maximum lighting so that visitors can visually enjoy items that are exhibited comfortably.
- e. The dimensions of the space zone in the showroom are in accordance with the movement space of each activity.
- f. Arranging attractive exhibition objects by providing supporting furniture.
- g. The design of a multifunctional showroom (because it must accommodate various types of output devices about).
- h. The implementation of defending the country continues to be actualized to foster nationalism by empowering local potential / wisdom.

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