

FASHION AND BEAUTY CENTER IN SEMARANG CITY WITH AN ORGANIC MODERN ARCHITECTURE APPROACH

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Abstract. As the economy in Indonesia grows, the lifestyle of its people is dynamically changing. There is an increasing interest in fashion and beauty among the population, supported by the tendency of urban Indonesians to follow evolving fashion trends. Clothing (fashion) and beauty are crucial factors in personal appearance, thus creating a demand for facilities that cater to these needs within a single area. Semarang City is part of the mega-urban area known as Kedungsepur (Kendal, Demak, Ungaran, Salatiga, Semarang, and Purwodadi), which is a hub of urban development in Central Java. However, the growth of fashion and beauty in Semarang is uneven, despite the promising potential of the fashion and beauty industries to support local and regional economic growth. Therefore, there is a need for planning a facility that encompasses not only commercial aspects but also educational aspects within one area. The planning of a Fashion and Beauty Center aims to provide facilities to the community of Semarang City to support various activities such as shopping, salons, beauty treatments, fashion training, treatment training, makeup training, art galleries, and fashion shows. The application of a modern organic architectural approach in planning the Fashion and Beauty Center embodies the characteristics of fashion and beauty that are always evolving to be free-spirited, simple, functional, and elegant from year to year, while maintaining a balance with the surrounding environment.

Keywords: *Modern Architecture; Organic Modern Architecture; Beauty; Fashion; Semarang City.*

INTRODUCTION

The fashion and beauty industry trends in Indonesia have evolved since ancient times, marked by styles, patterns, and designs that adapted from Western fashion and beauty trends. The development orientation of fashion and beauty in Indonesian society tends to mirror styles from Europe, America, and Asia. However, recently, the development of local fashion and beauty has started to stand out and become more diverse, leading to increased interest in local products among the public. The

growing interest can be seen in the rising number of fashion designers and beauty experts, as well as the increasing establishment of buildings such as beauty clinics, boutiques, fashion stores, beauty and skincare stores, and fashion and beauty training centers.

The development of the fashion and beauty industry in Indonesia has undergone significant changes in recent years. This development is grounded in the improving and stabilizing economic conditions among the population. As the economy has grown, it has led to a shift in consumer behavior towards greater

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Published July 2024

consumption driven by people's desire to keep up with fashion, beauty trends, and lifestyle changes. One of the key drivers of this development is the constantly evolving and changing trends in fashion and beauty each year.

The development of fashion and beauty trends has spurred local creativity in Indonesia's fashion and beauty industries, requiring support from various stakeholders. This support includes providing facilities such as training centers, shopping venues, fashion shows, and recreational spaces to nurture the development of local potential and creativity within communities. These facilities are equipped with supportive features both in the interior and exterior of buildings to create a comfortable environment for visitors, which can attract people to visit conventional retail spaces compared to the perceived convenience of online retail.

Semarang is one of the cities at the forefront of social, cultural, and economic development, resulting in an increase in commercial buildings such as hotels, offices, apartments, malls, learning centers, and recreational facilities (Priambudi & Pigawati, 2014). The dense development in Semarang is driven by the presence of numerous educational institutions and job opportunities/factories, which attract more people to settle in the city. Consequently, this influx has led to an increased demand for lifestyle-supporting facilities such as beauty clinics, boutiques, shopping centers, fashion and beauty training centers, as well as recreational venues.

The increasing interest among residents of Semarang is evident in the growing number of boutiques, beauty clinics, shopping centers, and fashion and beauty training facilities. These establishments are prominently found along Mayor Jend. D. I. Panjahitan Street and Mayjend Sutopo Street, dominated by boutiques such as Buttons carves, Benang Raja, PT. Fatimah Zahra, Ventlee Tailor, as well as beauty clinics like MS Glow Aesthetic Clinic, Ella Skincare, Venice Aesthetic Clinic, Erha Clinic, Premier Skincare, among others. However, despite these mentioned

establishments, there hasn't been a single building housing multiple facilities related to fashion and beauty in one location. Therefore, the planning of a Fashion and Beauty Center presents an alternative solution, combining shopping, beauty treatments, and fashion and beauty training in one place. This initiative aims to make community activities in Semarang more effective and efficient, offering a centralized hub for various fashion and beauty-related services.

Modern architecture is a concept that emerges from technological advancements, emphasizing simplicity by minimizing ornamentation and prioritizing the principle of form follows function in buildings (Efit, 2021). Applying the principles of organic architecture in the planning of fashion and beauty centers promotes harmony between the building and its environment. Moreover, modern architecture aligns with the functional requirements of fashion and beauty, which prioritize effectiveness and functionality while still considering aesthetics. Therefore, modern architecture is suitable as an approach in the planning and design of Fashion and Beauty Centers.

The planning of the Fashion and Beauty Center in Semarang City with an Organic Modern Architecture approach is motivated by the lack of a comprehensive facility that supports shopping, learning, and recreational activities related to fashion and beauty developments in one location within the city of Semarang. Therefore, the planning and design of the fashion and beauty center aim to create a building with facilities that accommodate various creative processes in both local and international fashion and beauty trends, while also considering modernization, facility needs, and the harmony of the building with its surrounding environment.

METHOD

The method that will be used in the preparation of the Final Project Report (LPA) involves data collection divided into two categories: primary data and secondary data.

a. Primary Data

Primary data is obtained through observational studies and documentation used for observation and data collection.

b. Secondary Data

Secondary data is a method of data collection through literature, books, magazines, and various sources related to the Fashion and Beauty Center using a modern organic approach in the city of Semarang, as well as requirements and technical standards in determining the facilities to be used in this planning.

CONCEPT

Etymologically, the word "Fashion" originates from the Latin word 'factio,' which means to make or do. In Indonesian, "fashion" ('busana') refers to clothing or attire as a noun (Hermanto et al, 2014). "Beauty" ('cantik') in Indonesian describes a quality that means lovely, charming (especially regarding a woman's face or appearance), and beautiful in form and creation (Dessy, 2018). "Center" in Indonesian means 'pusat,' which is a noun referring to a place located at the center.

Therefore, a fashion and beauty center is a building that facilitates individuals' lifestyle needs such as shopping for clothing, beauty treatments, learning, and recreation. This center is also an activity created to produce beauty, both in human appearance and clothing design, aiming to attract visual interest.

Fashion and Beauty Center Location Standards

There are several criteria needed to consider location planning, including:

- a. Suitability regarding land use, where buildings must be located in commercial and service areas.
- b. Completeness of infrastructure and utilities must be considered to support the future function of the buildings.
- c. The site's proximity to the city center is considered highly strategic for planning a fashion and beauty center.
- d. Accessibility, where accessibility and achievement must be considered according

to ease of access to public transportation, private vehicles, and safety for pedestrians.

- e. The planning location should support modern architectural concepts, such as being located near the city center and away from industrial areas, so buildings can maximize potential and natural resources without harming the environment around the site.

Building Standards Fashion and Beauty Center

a. Shopping Facility Buildings

Based on Peraturan Menteri Perdagangan Republik Indonesia Nomor 23 Tahun 2021 tentang Pedoman Pengembangan, Penataan, dan Pembinaan Pusat Perbelanjaan. Generally, considerations for shopping facility buildings are based on:

1. The establishment location of the shopping center refers to the spatial planning of the district/city or detailed spatial planning of the district/city.
2. Population density and growth as a survey of community interests and needs.
3. Accessibility around the site.
4. Security support and availability of infrastructure.

b. Educational Facility Buildings

Generally, considerations for educational facility buildings are based on (Putra, 2000):

1. Environmental conditions, including:
 - Proximity to residential areas.
 - Distance from industrial buildings to reduce noise generated by the surrounding environment.
2. Tranquility requirements; educational/training building planning should be far from noise sources such as industrial centers, highways, and others.
3. Security requirements:
 - Building security, facilities to prevent disasters, fires, and others.
 - User security, security personnel and technicians.

4. Comfort requirements include:
 - Free from noise and air pollution.
 - Far from land, sea, and air transportation facilities.
 - Away from highways with heavy-loaded trucks.
5. Accessibility requirements include:
 - Easily accessible by pedestrians and vehicles.
 - Safe access, not at intersections and with pedestrian sidewalks.
 - Easily accessible by other supporting facilities.

Definition of Modern Organic Architectural Design

a. Definition of Modern Architecture

Modern architecture is an art or science of designing renewal from previous architectural styles that were only focused on processing facades and building ornaments into a simpler, more effective, and functional architectural style (Prayogi & Wicaksono, 2020).

b. Definition of Organic Modern Architecture

Organic architecture refers more to harmony with its surrounding nature, capable of enduring over time with dynamic forms that are harmonious with nature, and functional concerning the building's purpose (Rasikha, T.N.G., 2009).

The selected site has the following data:

Location : Jalan Imam Bonjol No. 207,
Pandansari, Kec. Semarang
Tengah, Semarang City,
Central Java

Area : $\pm 1,59$ Ha

Designation : Commercial and Service Area

Land Boundaries

- Northern Boundary : Poncol Station
- Southern Boundary : Residential area
- Eastern Boundary : SMK PIKA
- Western Boundary : UPTD Metrologi
Legal Kota Semarang

KDB : 60%

KLB

- Commercial : 2,4
- Educational : 3,0

Maximum Height

- Commercial : 4 floors
- Educational : 5 Lantai

GSB

- Northern Boundary : 5.50 Meter
- Southern Boundary : 2.25 Meter

CONTEXTUAL ASPECTS APPROACH

Circulation

- a. The site is traversed by two roads: Jalan Imam Bonjol on the northern side of the site and Jalan Pandasari Raya on the southern side of the site. Jalan Imam Bonjol is one of the main access roads in the area. The site is equipped with pedestrian paths on both sides of the road to facilitate pedestrian access and is frequently used by public transport vehicles..
- b. Planning for shopping and educational facilities can be positioned with separate entrance and exit routes tailored to the road conditions in the area. This is intended to create facilities that meet the needs and avoid congestion.
- c. The northern side of the site is planned for shopping facilities because it has easier access for public transport vehicles. Meanwhile, the southern side, Jalan Pandasari Raya, is designated for the entrance and exit routes for private vehicles in the educational facility.

PLANNING LOCATION



Image 1. Site

Source: Author's Analysis, 2024

Sensory Analysis (View to Site & Noise)

- The site is clearly visible from the north side (Jl. Imam Bonjol). Additionally, the site experiences relatively high noise levels due to direct proximity to Poncol Station, SMK PIKA, UPTD Metrology Legal Semarang City, residential areas, Jalan Imam Bonjol, and Jalan Pandasari Raya.
- The site borders directly with Jalan Imam Bonjol, which is a potential viewing point for the general public to look into the site, but this area also experiences considerable noise levels.
- The response from this analysis is to place the shopping facilities on the northern side of the site, while educational facilities are positioned on the southern side of the site. This division is based on the noise levels within the site's environment.

Climatology

- The morning sunlight hits the eastern side (SMK PIKA), while in the afternoon, it illuminates the western side (UPTD Metrology Semarang City). The prevailing wind direction is from the northwest to southeast at speeds ranging from 2-11 km/h.
- The eastern side of the site receives morning sunlight with intense radiation, which should be minimized to avoid impacting the building's interior temperature and thermal comfort. Similarly, the afternoon sunlight affects the western side of the site.
- Adding skin barriers on the western and eastern sides aims to reduce direct sunlight entering the buildings. Additionally, separating the buildings prevents disruption of wind circulation, ensuring good airflow throughout all structures.

ARCHITECTURAL ASPECTS APPROACH

Building Mass

The shaping of the building mass is derived from the architectural concepts used, namely modern architecture and organic modern

architecture. The concept applied can be seen in the treatment of the massing form of the fashion and beauty center building, inspired by the shape of the beak of the golden eagle. This facade treatment is evident from the top view of the building, where the shopping facilities represent the upper beak and the educational facilities represent the lower beak.

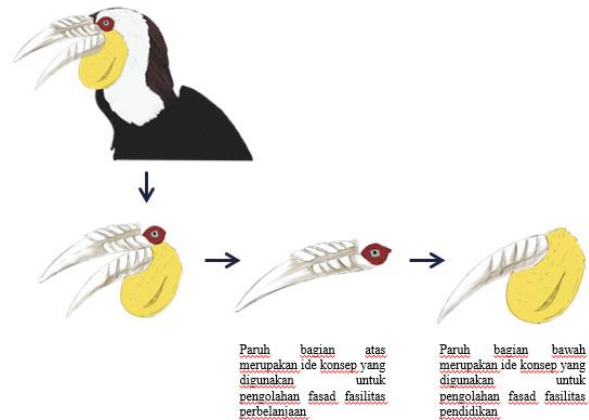


Image 2 . Design Results
Source: Author's Analysis, 2024

Building Face

The facade of both the shopping and educational facilities is predominantly white and grey. The choice of these colors is inspired by the colors of the golden eagle (white, black), which is the concept idea for the building's massing, and as a representation of modern aesthetics. Additionally, bright colors are used in the educational facilities' learning areas to create a vibrant and cheerful atmosphere during the teaching and learning process.

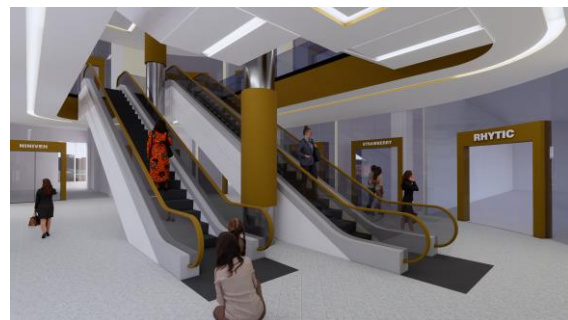


Image 3 . Interior Perspective of Shopping Facilities
Source: Author Document, 2024



Image 4 . Sewing Classroom Interior Perspective
Source: Author Document, 2024

The secondary skin of this building features horizontal lines (for the shopping facilities) and vertical lines (for the educational facilities), drawn to emphasize the fabric-like texture, inspired by fashion design principles.



F. Pendidikan

F. Perbelanjaan

Image 5 . Sewing Classroom Interior Perspective
Source: Author Document, 2024

DESIGN RESULTS

The main building on the site is divided into two primary facilities: shopping facilities and educational facilities. Access to the shopping facilities is from the front of the site, while access to the educational facilities is from the rear of the site.



Image 6 . Siteplan
Source: Author Document, 2024

The facade treatment of the building is inspired by the beak of a golden eagle. This facade design can be seen from the top view of the building, where the shopping facilities resemble the upper beak and the educational facilities resemble the lower beak. The roof of the building is sloped and covered with bitumen roofing material.



Image 7 . Situation
Source: Author Document, 2024

On the basement floor, vehicles are parked and it also serves as a location for service rooms. The shopping facility's basement accommodates 28 cars and 130 motorcycles. The educational facility accommodates 26 cars and 70 motorcycles. The motorcycles.

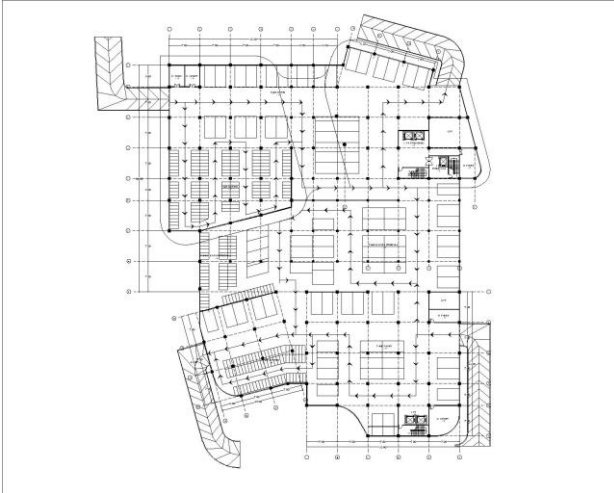


Image 8 . Basement Plan
Source: Author Document, 2024

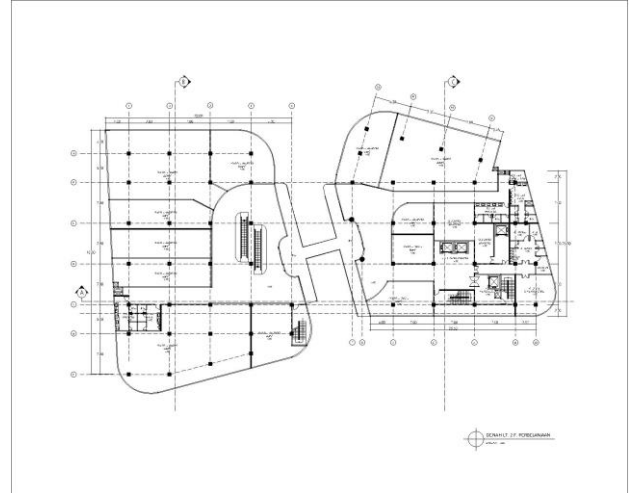


Image 10 . 2nd Floor Plan Shopping Facilities
Source: Author Document, 2024

On the 1st floor, there are specialized retail outlets dedicated to selling products created by the educational facility, as well as several large, medium, and small retail stores. Additionally, this floor houses a prayer room (mushola), a loading dock, a warehouse, and an Air Handling Unit (AHU) room.

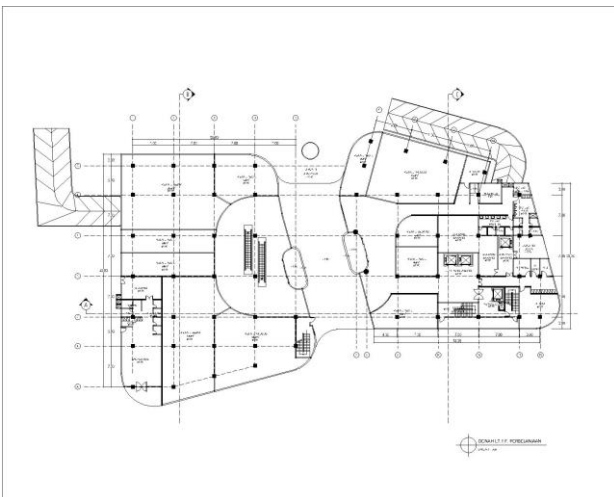


Image 9 . 1st Floor Plan Shopping Facilities
Source: Author Document, 2024

On the 2nd floor, it functions as a specialty fashion shopping area consisting of several large, medium, and small retail stores. This floor also includes operational division rooms.

On the 3rd floor, it is utilized as space for treatment rooms, a salon, a sports hall, and beauty retail outlets. Additionally, there is a marketing division room on this floor.

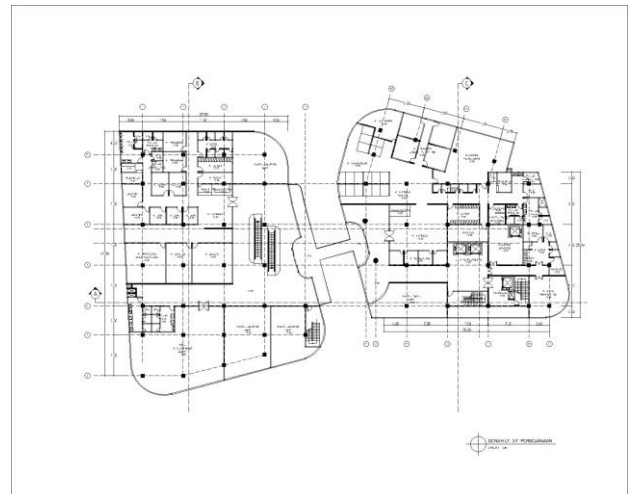


Image 11 . 3rd Floor Plan Shopping Facilities
Source: Author Document, 2024

On the 4th floor, there are the management offices and a food court area. These two facilities are separated and not connected by a bridge like the previous floors. Therefore, the management office area is relatively quiet without much noise from the food court area.

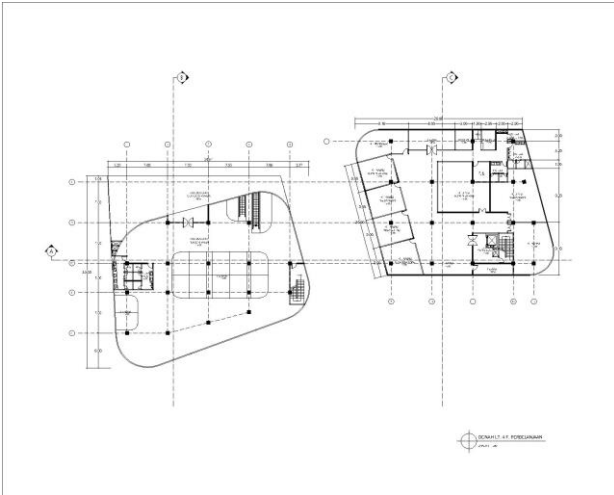


Image 12 . 4th Floor Plan Shopping Facilities
Source: Author Document, 2024

On the 1st floor, the educational facility functions as a public area and reception area. This floor consists of staff rooms for both educational and non-educational staff, discussion rooms, a library, a showcase room, and a cafeteria.

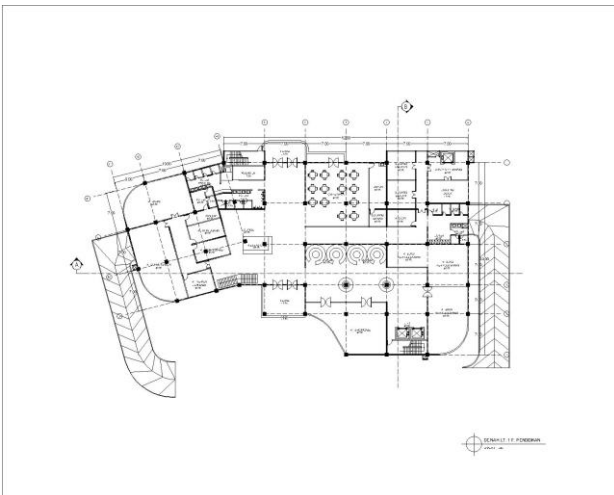


Image 13 . 1st Floor Plan of Educational Facilities
Source: Author Document, 2024

On the 2nd floor, it is used as a learning and teaching space for beauty-related subjects. This floor includes 5 classrooms, a salon, a manicure & pedicure room, a spa room, a treatment & massage room, and locker rooms.

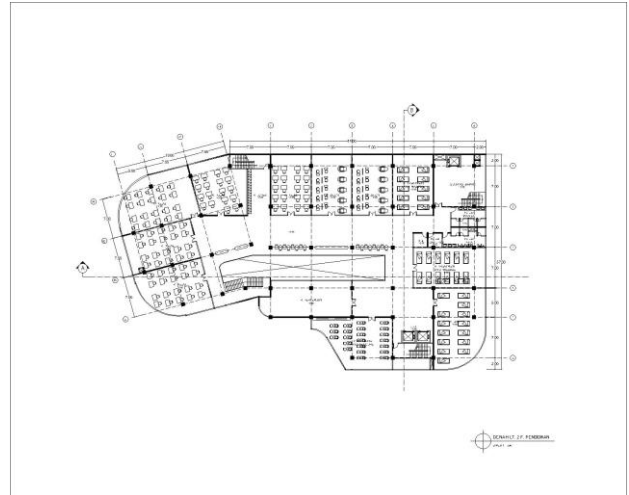


Image 14 . 2nd Floor Plan of Educational Facilities
Source: Author Document, 2024

On the 3rd floor, the educational facility is used as a floor for fashion learning and teaching activities. This floor includes 5 classrooms, a computer room, a sewing room, a pattern room, and a studio space.

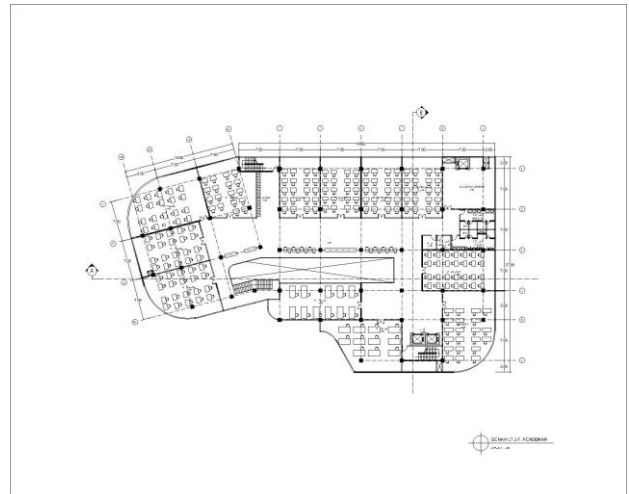
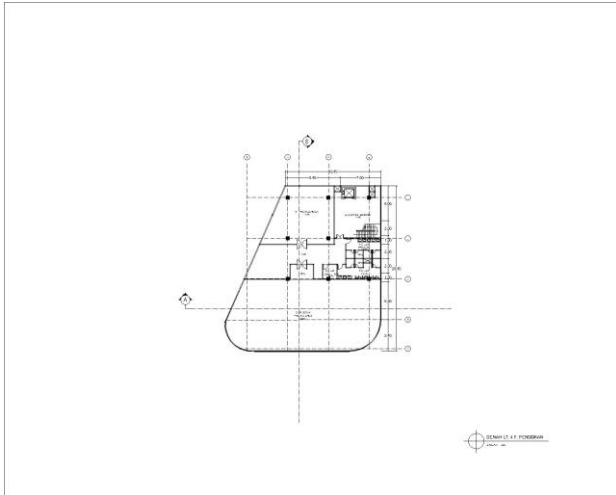
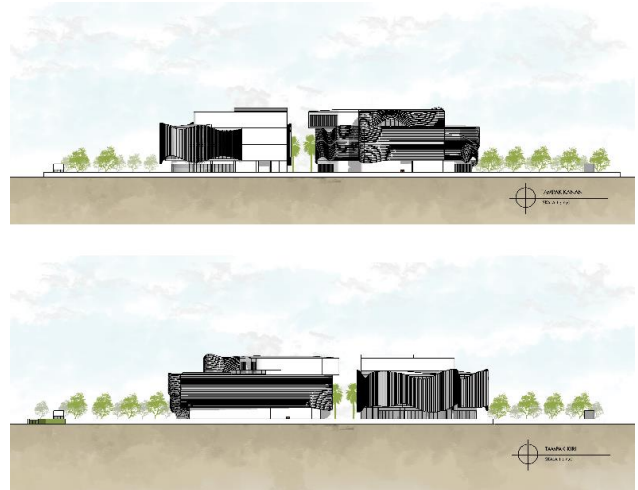


Image 15 . 3rd Floor Plan of Educational Facilities
Source: Author Document, 2024

On the 4th floor, it is used as a photography studio space. This studio is divided into indoor and outdoor photography areas.



*Image 16 . 4th Floor Plan of Educational Facilities
Source: Author Document, 2024*



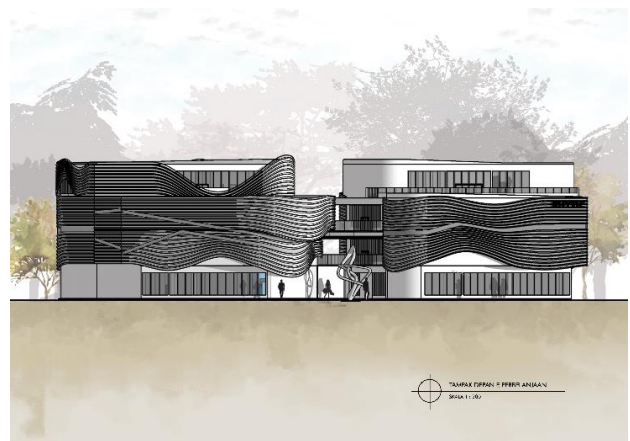
*Image 18 . The Right and Left Area Visible
Source: Author Document, 2024*

The site view shows the entirety of the buildings on the site. In this view, the main building appears more dominant.



*Image 17 . Front and Back Areas Visible
Source: Author Document, 2024*

The facade of the shopping facility is predominantly white and gray. The choice of these colors is inspired by the colors of the body of the golden eagle (white, black), which is the concept idea for the mass composition of this building. In addition, the secondary skin of the building features horizontal lines drawn to emphasize the fabric-like appearance, reflecting fashion elements. The materials used for this facade are mainly concrete, glass, aluminum, and Aluminium Composite Panels (ACP).



*Image 19 . Front View of Shopping Facilities
Source: Author Document, 2024*



Image 20 . Rear View of Shopping Facilities
Source: Author Document, 2024

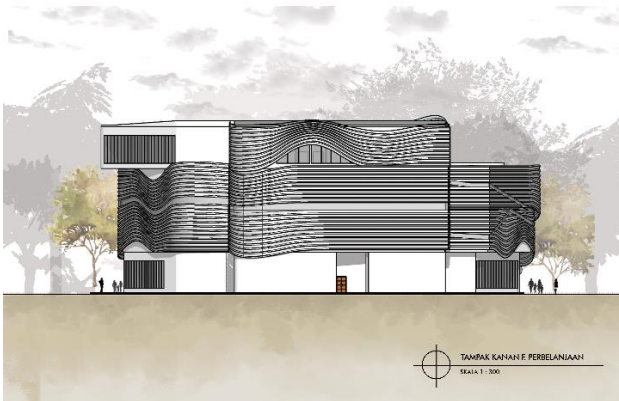


Image 21 . Right View Shopping Facilities
Source: Author Document, 2024

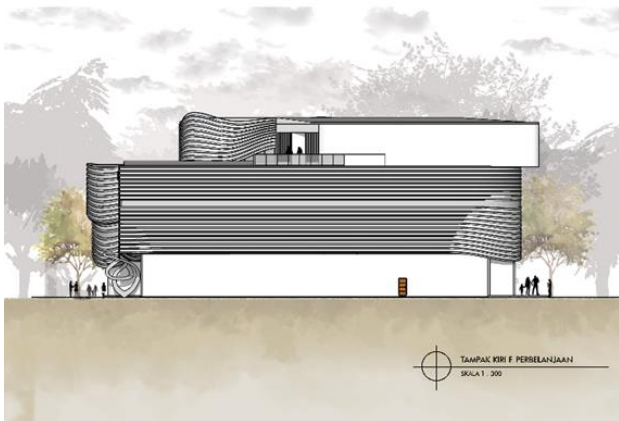


Image 22. Left View Shopping Facilities
Source: Author Document, 2024

golden eagle (white and black), which serves as the design concept for the mass composition of this building. Additionally, the secondary skin of this building is made of vertical hollow iron arranged in varying lengths to form curved sections resembling fluttering fabric. The materials used for this educational facility include concrete, glass, aluminum, and Aluminium Composite Panels (ACP).

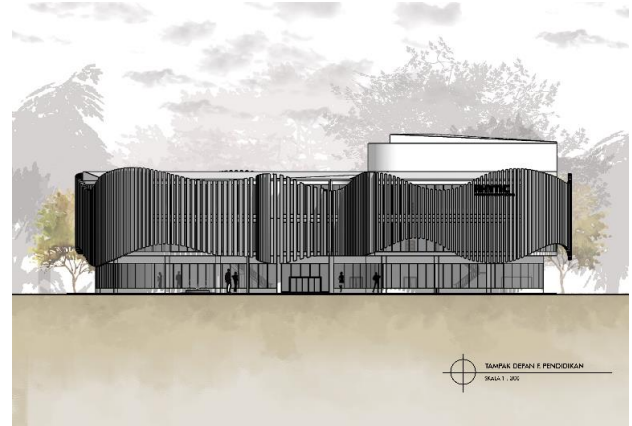


Image 23 . Front View Educational Facilities
Source: Author Document, 2024

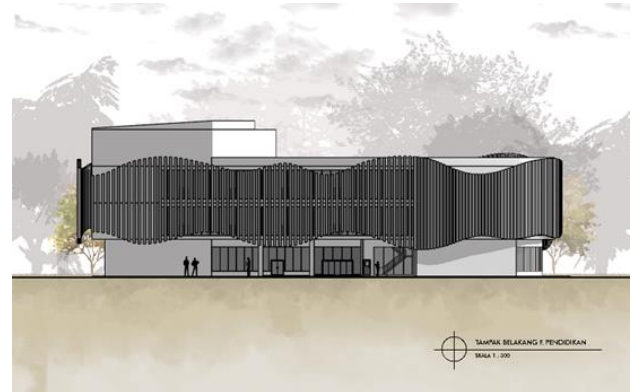


Image 24 . Rear View Educational Facilities
Source: Author Document, 2024

The facade of the educational facility is dominated by white and gray colors. The choice of these colors is inspired by the body of the

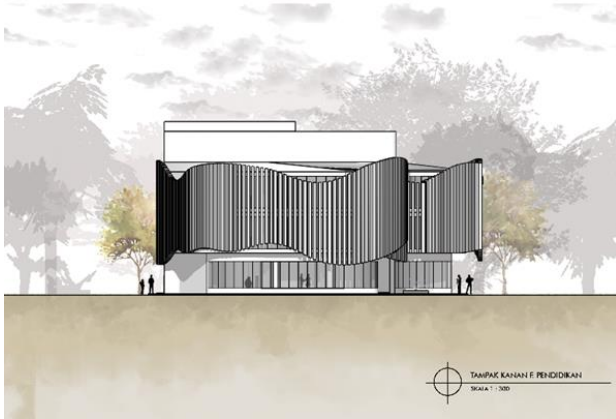


Image 25 . Right View Educational Facilities
Source: Author Document, 2024



Image 26 . Left View Educational Facilities
Source: Author Document, 2024

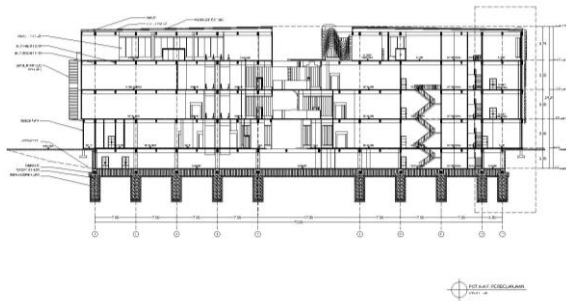


Image 27. Section A-A Shopping Facilities
Source: Author Document, 2024

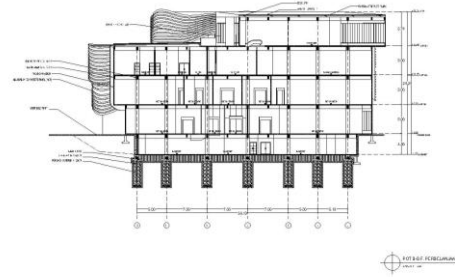


Image 28 . Section B-B Shopping Facilities
Source: Author Document, 2024

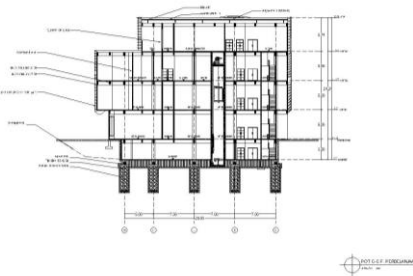


Image 29 . Section C-C Shopping Facilities
Source: Author Document, 2024

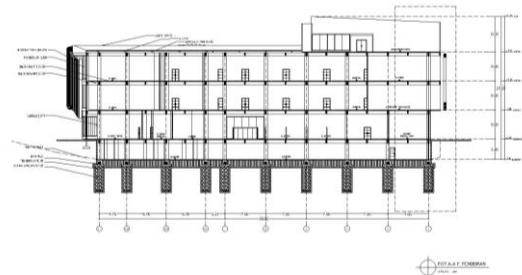


Image 30 . Section A-A Educational Facilities
Source: Author Document, 2024

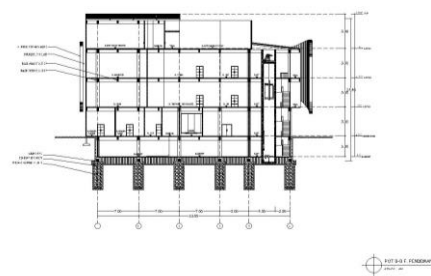


Image 31 . Section B-B Educational Facilities
Source: Author Document, 2024

CONCLUSION

The Fashion and Beauty Center with a Modern Architectural Approach in Semarang City is a building project designed to accommodate the community's needs for clothing, skincare, beauty treatments, and fashion and beauty skills training. The center is divided into two main building masses: one for shopping facilities and the other for educational facilities, each consisting of 3 floors. In the shopping facilities, there are 32 retail outlets offering clothing, shoes, accessories, and skincare products. The upper floor serves as a beauty care and salon area, equipped with a hall for activities such as gymnastics, yoga, and zumba. Meanwhile, the educational facilities are organized by floor for different activities. The first floor is dedicated to service areas with a showcase room. The second floor is allocated for fashion education, and the third floor is designated for beauty education.

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