Utilization of Neo Vernacular Concept in The Interior Re-Design of The Herbal Cafe

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Abstract. Indonesia is a country with cultural diversity. Some of the cultural elements embedded in Indonesian society's habits are herbal medicine and traditional regional architecture. However, along with the era of globalization, society's lack of sensitivity to diversity is starting to decrease. This problem can be felt at Café Wahyu Alam Herbal, one of the traditional cafés that uses herbal drinks as a means of herbal medicine on their menu. The interior redesign of the Wahyu Alam Herbal café illustrates how the concept of sustainable Indonesian culture can coexist with the current era of globalization. The Neo Vernacular concept is used because it can follow current developments without abandoning elements of Indonesian traditional culture. The design of the Wahyu Alam Herbal Cafe functions as a means of education and entertainment. This research uses the design thinking method, which can provide interior design concept results that suit the needs and problems of the existing conditions of the Wahyu Alam Herbal Café, where this research produces a design that can improve the traditional branding of Café Wahyu Alam Herbal which can be sustainable with herbal plants, the surrounding natural conditions, as well as the application of traditional Javanese architecture in the form of construction and the value of non-physical elements of traditional Joglo houses in the interior of the building.

INTRODUCTION

Indonesia is a country with cultural diversity. Culture in Indonesia is attached to the principles of human life in terms of social customs and building architecture, such as houses, transportation, offices, and even the arts. One of the cultural elements embedded in Indonesian society's habits is medicine.

However, in practice, today's generation is less likely to apply traditional healing systems to treat their health problems. Advances in technology and science cannot eliminate the meaning of conventional medicine itself. In the Republic of Indonesia Law no. 23 of 1992 concerning health, in article 47, paragraph 1, it is stated that what is meant by traditional medicine is an effort to treat and care by other means outside of medical science and nursing science (Departemen Kesehatan, 1992).

One effort that can increase understanding of traditional medicine is combining modern concepts with traditional concepts, increasing the interest in today's generic medicine's meaning. Based on the social conditions of today's generation, who prefer to gather and socialize in one place, a café is one of the locations that can support these activities.

Wahyu Alam Herbal Café is a café that uses traditional medicinal drinks on its menu. The existence of this café is a means of introducing the diversity of conventional medicine to today's generation. However, the existing condition of Café Wahyu Alam Herbal, which does not implement a concept that can support the branding of traditional medicinal products, is a challenge for Café Wahyu Alam Herbal to attract public interest in visiting Café Wahyu Alam Herbal. Applying the Neo Vernacular concept to Café Wahyu Alam Herbal can be a solution for designing the interior of Café Wahyu Alam Herbal. Applying the Neo Vernacular concept to the interior design of Café Wahyu Alam Herbal will not abandon the brand identity that this café already has. The Neo Vernacular concept is a concept that applies

Literature Review

Design Elements and Principles

The key to designing an aesthetic space is to balance all elements. Harmonizing the seven interior design elements well can also maintain the functionality of a space. Here are seven elements of interior design (Dr. Ir. Musyawaroh, 2023): Room; Line; Form; Lighting; Color; Texture; Pattern.

Design principles are applied to a design to produce good design work that people will like. The following are seven basic design principles (Purnomo, 2018): Unity; Balance; Proportion; Rhythm; Contrast; Harmony; Emphasis

Neo Vernacular

Vernacular architecture means "original" "local," or "traditional". Neo Vernacular architecture comes from the phrase "Neo," which comes from Greek and is used as a phonem, which means new, while the word vernacular comes from the word vernacular (Latin), which means original (Lakebo & Hamdy, 2019). Neo Vernacular architecture can be interpreted as the original architecture of the area built by the local community, using local materials, having elements of customs or culture, and combining them with a modern touch that supports the values of the vocabulary itself (Fajrine & Juwana, 2017).

Neo Vernacularstics of Neo Vernacular architecture based on Jencks, 1977 are: Using local construction elements; Strong, contrasting colors; The forms apply aspects of culture and environment; Applying non-physical elements, namely culture, thought patterns, beliefs, and layouts that refer to the macro cosmos or religion into design concept.

Javanese House Elements

According to the central museum collection manuscript of the Department of Education and Culture No. Inv. B. G. 608, Javanese houses were initially made of stone, using a construction technique similar to temple stones (Kartono, 2005). Sourced from Mintobudoyo, there are five basic forms of Javanese houses, namely Panggang Pe, Kampung, Limasan, Joglo, and Tajug (Kartono, 2005)

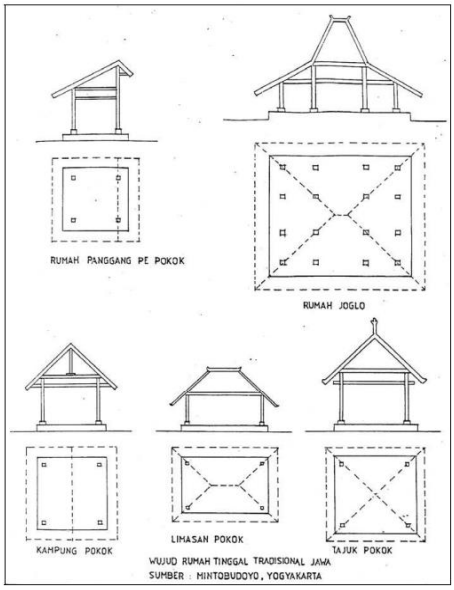


FIGURE 1. Design Theme

The architectural expression seen in traditional Javanese houses reflects the expression of cultural life. In Javanese humans, there are two different centres, namely the immaterial and material centres (Paryoko, 2017). The immaterial centre considers that humans consist of three elements: Suksma Kawekas, Suksma Sejati, and the Holy Spirit. The following is the meaning of these elements and outlook on life in the image of a Javanese house.

TABLE 1. Elements and Meaning of the Image of a Javanese House

Element	Meaning	Imagery in Javanese Houses
Suksma Kawekas	Humans want unlimited power	The space in the middle of the spatial composition
Suksma Sejati	Limited but open control of mental balance	Rana, Gebyog, or hedge as a visual boundary.

TABLE 2. Meaning and Image View of Life

Views of life	Meaning	Imagery in Javanese Houses
Gumelaring Dumadi	Wide	The yard is wider than the house
	Open	The open yard is not fenced with walls
	Honest	The yard land is left uncovered
Tunggal Sabda	God as the sole guide	Saka guru becomes the center of the room
Rahayu	Prosperity arises from wealth	The shape and layout of the house conveys the message
	Prosperity is born of luxury	Diversity of shapes
	Prosperity is born from high quality	Good materials
	Inner well-being through contentment	Carving art and color
Sangkan Paran	Life values the past to achieve the future	Straight flow of space arrangement
Manembah	Protection by high power	The shape of the house is upside down

Local Wisdom of Herbal Medicine

Ancient society relied on non-medical methods, such as the influence of supernatural beliefs, to cure various diseases. However, people also relied on medical treatment by using herbal ingredients to cure different diseases. Based on the presentation of Mojokerto cultural observer Putut Nugroho, during the royal era, herbal ingredients were processed by pounding or cooking them into herbal medicine. Herbalists are called Acaraki. Acaraki is stated in the Madhawapura Inscription, Balawi Inscription, Liyangan Site, and Borobudur temple reliefs (Nugroho, 2023).

FIGURE 2. The Karmawibhangga relief at the foot of Borobudur Temple depicts a seriously ill man being treated.

Data on Traditional Medical Plants

This research functions to document and introduce knowledge about traditional medicine to today's young people so that this knowledge can be passed on and be useful for society. The medicinal plant data below was obtained from an interview with the owner of Café Wahyu Alam Herbal, which includes the name of the plant, properties, parts processed, and how to process it.

TABLE 3. Data on Traditional Medicinal Plants, Wahyu Alam Herbal

Plant Name	Scientific Name	Benefits	Part	Processing Method
Adas	*Foeniculum Vulgare Miller*	Prevents anemia, relieves digestive disorders, anti-cancer	Seed	Extraction or drying
Adem Ati	*Litsea Glutinosa*	Pain reliever	Leaf	Extraction
Alang Alang	*Imperata Cylindrica*	Pain reliever, relieves heartburn, maintains heart and bone health.	Root	Boiled water
Anting	*Acalypha Indica*	Medicine for dysentery, diarrhea and indigestion.	Leaf	Dried
Asam Jawa	*Tamarindus Indica*	Maintains the digestive system, controls blood sugar, prevents fungal infections	Fruit	Boiled
Daun Salam	*Syzygium Polyanthum*	Reduces uric acid levels, blood sugar, cholesterol	Leaf	Extraction, Brewed
Pegagan	*Centella asiatica*	Accelerates wound healing	Leaf	Extraction, Brewed
Pacar Air	*Impatiens balsamina*	Treating skin diseases, Overcoming Rheumatism	Leaf	Ground, Extraction
Pandan	*Pandanus amaryllifolius*	Reduces joint pain, controls blood sugar	Leaf	Ground, Extraction
Sirih	*Piper betle*	Reduces menstrual pain, improves digestion	Leaf	Boiled

Temulawak	*Curcuma zanthorrhiza*	Treating digestive disor ders, Anti-inflammatory	Rhizo me	Dried, Brewed, Extracted
Kencur	*Kaempferia galanga*	Anti-inflammatory, Anti-pain, Treats coughs	Rhizo me	Brewed, Dried, Extracted
Delima	*Punica Granatum*	Lowers blood pressure, treats arthritis, reduces the risk of anemia	Seed	Boiled, dried
Daun Bidara	*Ziziphus Mauritiana*	Prevent diabetes, overcome digestive problems	Leaf	Boiled, Extraction
Bawang Putih	*Allium Sativum*	Flu medicine, improves the immune system	Bulbs	Cooking ingredients

Study Comparation

The following is an analysis of comparative studies that will illustrate and consider this design concept.

1. Taman Indie Resto : This restaurant is located on Jl. Araya Megah No.9, Pandanwangi, Kec. Blimbing, Malang City. Taman Indie applies traditional Javanese concepts and open nature to its existing concept. Its open circulation makes this restaurant an option for enjoying a relaxed and comfortable natural atmosphere.

FIGURE 3,4,5. Taman Indie Resto, Blimbing, Malang.

2. Resto Ndalem Ratu : Resto Ndalem Ratu located in the petilasan area of Singosari Temple. This restaurant is only 20 meters from Singosari Temple and on Jl. Kertanegara Barat I No. 9, Pagetan, Candirenggo, District. Singosari, Malang Regency. With one look, visitors will undoubtedly feel the traditional Javanese atmosphere, especially the Javanese royal feel.

FIGURE 6,7, 8. Resto Ndalem Ratu, Singosari, Malang

3. Bangsal Kencono Keraton Yogyakarta : Bangsal Kencono is an area within the Yogyakarta Palace that functions to receive royal guests, inaugurate princes, hold offering ceremonies for sons and daughters (semba bekti), and host other important events. It is also a place for cultural dancing. Bangsal Kencono is a traditional Yogyakarta house whose shape is similar to the Joglo House.

FIGURE 9,10,11. Bangsal Kencono Keraton Yogyakarta, Yogyakarta

METHODOLOGY

The method that will be used in the research on the Interior Design of a Herbal Café in Kediri using the Neo Vernacular Concept Approach in Kediri is the Design Thinking research method. The stages of this method include collecting data, processing it, and producing a design that solves problems in the field (Susanto et al., 2016). The following are the stages of the Design Thinking research method:

1. Emphatize

The first stage is Emphatize, where the design process focuses on user-centered research. This stage starts with determining the object used as a design object and collecting information about existing problems. In this design, data is collected using interviews and questionnaires.

2. Define

At this stage, the author needs to organize the information collected during the Empathize stage. The author will analyze the results of observations to determine these identified problems.

3. Ideate

At this stage, the writer, as a designer, will generate ideas. This stage requires a design thinking process, where it is necessary to understand the problem from different points of view and find innovative solutions to solve existing problems.

4. Prototype

The Prototype stage is an experimental stage that aims to identify the best solution for each problem identified during the previous three stages.

5. Final

After the concept design and sketch have been approved, this stage will produce a 3-dimensional drawing with the help of the SketchUp application.

FIGURE 12. Stages of Design Thinking Research

RESULT AND DISCUSSION

Macro Concept

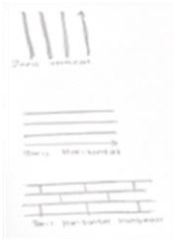
The design of the Wahyu Alam Herbal Cafe has a traditional theme that is one with nature, which is based on the concept of a cafe that uses traditional drinks as its menu and gives the impression of being connected to nature, where the existing conditions in the rice fields connect visitors directly with natural riches, therefore, the tagline "Traditional Herbal Cafe: Feel the Nature" can represent this design theme. So, the image produced using this design concept is traditional and natural.

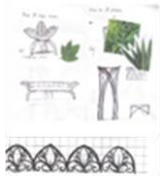
FIGURE 13. Design Theme

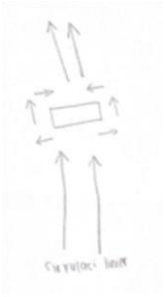
Micro Concept

The following is a micro concept that will be applied to the floor, wall, ceiling, furniture, and decoration elements. All aspects pay attention to Javanese House Value Elements, which will be used in the design concept.

TABLE 4. Micro Concepts Analysis

Neo Vernacular Characteristics	Javanese House Value Elements	Meaning	Stylization of Meaning	Reference Inspiration			Application
			Design Principles and Elements	Study Comparation 1	Study Comparation 2	Study Comparation 3	
Using local construction elements	Javanese houses were originally made of stone, the construction technique was like temple stones	Sustainable with nature, and utilizing construction materials from nature	Utilizing materials from nature using the principles of balance, harmony, horizontal and vertical lines 	The majority use solid wood materials and natural stone floors	The majority use solid wood materials and natural stone floors	-	Utilizing andesite stone material on the wall area with a horizontal arrangement, and solid wood on the pillars (*Soko*), wall panels and decorative elements
Returning traditional, environmentally friendly forms with more vertical proportions	Traditional construction in the form of Joglo House and Panggang Pe construction	The main component is a towering pillar (*Soko*) showing the relationship between humans and God	Vertical line elements		-		Pole (*Soko*) in the Hall area, Middle Drinking Area and Gazebo
Strong, contrasting colors	*Rahayu* Value	Inner well-being through satisfaction obtained through the art of carving and color	The design principle of contrast is to give a strong impression and choose contrasting colors in the form of green and brown which represent plants and soil			Emerald green and brown colors are characteristic of Javanese architecture (Yogyakarta Sultanate)	The green color is the choice of green emerald stained glass material and the brown color is the choice of solid wood

Neo Vernacular Characteristics	Javanese House Value Elements	Meaning	Stylization of Meaning	Reference Inspiration			Application
			Design Principles and Elements	Study Comparation 1	Study Comparation 2	Study Comparation 3	
The forms apply elements of culture, environment, including local climate which are applied in architectural forms (plans, structures, ornaments)	*Memayu Hayuning Bawana* Value	Protect and live side by side with nature	Elements of horizontal and curved lines, as well as the principle of balance 	-	Flora ornament on pole (*Soko*)	Flora ornament on pole (*Soko*)	Ornaments from the stylization of bay leaves and furniture from the development of the shape of bay leaves and pandan leaves
	Spacious *pendopo* area	To receive guests and gather	Horizontal line elements	-	-	The widened *Pendopo* area provides a spacious atmosphere	The Hall area utilizes the entire width of the existing area, as well as the bamboo arrangement that runs horizontally across the ceiling area
Applying non-physical elements, namely culture, thought patterns, beliefs, layouts that refer to the macro cosmos or religion into design concepts	*Suksma Kawekas* Value	Humans want unlimited power	-	-	The waiter's activities are in the middle of the room area	User activity is in the center of the area	Activity space in the middle of the spatial composition

Neo Vernacular Characteristics	Javanese House Value Elements	Meaning	Stylization of Meaning	Reference Inspiration			Application
			Design Principles and Elements	Study Comparation 1	Study Comparation 2	Study Comparation 3	
	Gumelaring Dumadi Value	Spacious: The yard is wider than the house	Harmonious design principles that harmonize semi-indoor and outdoor areas	Large courtyard area with open circulation	-	-	Area selasar, outdoor, dan area minum pengunjung seakan akan menyatu dengan alam
		Open: An open yard with no walls	Most area divisions are based on the illusory effect of the differences in floor and ceiling	There are no wall restrictions	-	There are no wall restrictions	Walls are only used to divide the rice field area with the café, and to divide service areas such as WC/Toilets
		Honest: The yard is left uncovered	Applying the principle of balance between natural and interior components, the yard land is left open (using native plants on free land)	The yard uses native sod and native grass	-	-	The yard is open, so that the herbal plant collection can grow in the café area
	Sangkan Paran Value	Life appreciates the past to achieve the future (straight path)	Straight line 	-			Linear circulation in design

Render Perspective Result

FIGURE 14, 15, 16. Render Perspective Cashier/Information, Education Area, Central Drinking Area and Gazebo

FIGURE 17,18. Kitchen, Hall

CONCLUSION

The use of Neo Vernacular ideas is about creating interiors and human relationships and spaces rooted in local culture, using materials available in the area, and paying attention to traditions and customs, but with a modern touch appropriate to the context of the times. These principles include various physical elements, such as the shape and structure of buildings, and non-physical aspects, such as the concept and philosophy behind space design. "Herbal Café Interior Design with a Neo Vernacular Concept Approach in Kediri" is an example of applying the Neo Vernacular concept by designing a structure that adopts traditional forms, considers local climate conditions, uses striking colors, and combines local and modern materials. Apart from that, non-physical elements such as cultural values are also considered in the design, which is reflected in color variations and other details.

The application of the Neo Vernacular concept at Café Wahyu Alam Herbal can be seen in the use of local materials such as Andesite stone, teak wood, rosewood, and ironwood in its construction and decorative elements. Apart from that, using spatial beliefs typical of Traditional Javanese Houses is also an element of the Neo Vernacular concept at Café Wahyu Alam Herbal. Lastly, using the Neo Vernacular concept can build a traditional and natural image supporting the branding concept of Café Wahyu Alam Herbal. Thus, the conventional concept of traditional medicine using herbal plants can be maintained and developed at Café Wahyu Alam Herbal.

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