



Study of Contemporary Architecture Issues On The Hidden Gems Bar Tamblong Bar Concept In A Restaurant Through The Adaptive Reuse Concept

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ABSTRACT

This article discusses how urbanity, the originality of a city is an attraction for tourists to visit a tourist destination. One of the studies that is being discussed is the bar concept in Tamblong restaurants and bars, called Hidden Gems Bar Tamblong which has a potential for study as a form of contemporary architectural development issues and also of course another impact function is as a business that will have a positive impact on helping the economic development of the local community, also has the potential to attract tourists to visit. The research method used is a qualitative descriptive research method.

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1. INTRODUCTION

Indonesia has a variety of cultures and is rich in places that are tourism objects, one of which is the city of Bandung, West Java. Bandung is often called the Paris van Java with the beauty of its city that is similar to cities in parts of Europe. Besides that, Bandung has authenticity which is a special attraction for domestic and foreign tourists. Perceptions of authenticity in tourism services have evolved alongside those associated with the sharing economy more generally, responding to tourists' increasing demand for experiential, meaningful, and genuine interactions with local communities while traveling.(Paulauskaite et al., 2017). As such, Authenticity has been theorized as holding influence over tourists' decision-making processes, including destination choices and engagement with online and offline activities within them.(Audrezet et al., 2020). Since the era of massive digital transition, especially during the pandemic era, it has become a milestone for confirmation, affirming digital needs and changing perspectives to changing different patterns of life. So that the dead space buildings which are mainly located in the main locations in the middle of the city or prime city locations are starting to be used, utilized, and converted for their use, especially for commercial needs. In this case the term Dead space is a common element that can be found throughout urban environments, which may inhibit social interaction. These spaces are usually found in existing infrastructure, making it difficult to rebuild. As a result,(Cravalho, 2015)(Permana et al., 2020). According to Sera 2012 there is a relationship between architecture, region and tourism that is a basis for the new urban landscape. The phenomenon of tourism can influence the process of urbanization of places and depending on how they are perceived to produce updated urban metaphors, helping to change forms of social aggregation and modes of communication. In contemporary arsu dynamics, the tourism phenomenon has a significant value, there is a kind of macro place (destination), which includes all the spaces where people arrive and from where they often depart again.

In terms of the privileges of the city of Bandung, which has many historical heritage buildings to buildings that are more than 50 years old, both commercial buildings and residential buildings. So that makes the city of Bandung has a very strong identity character. This has become one of the things that has attracted the attention of local governments by issuing Regional Regulations concerning cultural heritage which classifies 6 areas as cultural heritage areas.(Soewarno and Permata, 2019)(Permana et al., 2021). However, not all buildings in Bandung are heritage buildings or included in the classification which are claimed as cultural heritage, there are several buildings that are heritage buildings from the colonial era or buildings that were not built by the colonialists but have a building age of more than 50 years but are not categorized as a cultural heritage building. These places are almost scattered in every corner of the city of Bandung, such as residential houses, former storage warehouses and so on which are utilized and developed as a business by the people of Bandung. So that these buildings still exist today by continuing to use existing buildings and maintaining their authenticity, but their use has been converted to commercial use. The pursuit of authentic experiences is considered important in the context of heritage tourism and cultural consumption, identifying a positive relationship between authenticity and place attachment(Ram et al., 2016).

The city of Bandung is also a city synonymous with innovation, creativity, so that the uniqueness of a restaurant, café or bar can be seen not only from the taste of the food and drinks, but also the uniqueness of the form of building design innovation, especially creativity in the existing forms of buildings used. Thus the validity of the theory called Adaptive Reuse, namely changing the use of functions that are more in line with changing community needs, without making overall changes or only causing the smallest possible impact(Andanwert et al., 2020). Adaptive reuse is a process of using existing structures again, but still adapting the new usage functions. Machado's theory of "renovation" which is defined as "formal intervention on existing form" where "the past takes on greater significance than that of the material to be altered and reshaped"(Machado, 1976), they propose an approach to the adaptive reuse design process that focuses on the relationship between the new intervention and the existing building.

The concept of Adaptive reuse is the process of transforming an obsolete and ineffective building into something new that can be reused for a different purpose(Shao et al., 2018). Adaptive reuse is an important strategy for preserving cultural heritage. There are approaches to adaptive reuse of a historic building or to conserve the building, namely, a typological approach, a technical approach, and an architectural strategic approach. By presenting a new function in a historic building with a typology approach, namely by maintaining the style of the building. Such as adding fire extinguishing facilities, room acoustic functions,

thermal comfort functions, and others. With an architectural strategic approach by concentrating on processes and strategies used to adapt structures that are considered important.

Buildings that adapt the concept of adaptive reuse have resulted in the emergence of business actors who are increasingly prevalent in the 21st century, especially in the city of Bandung. Many cafes and restaurants use old buildings that have strategic locations and for a need to attract both domestic and foreign visitors to simply enjoy the atmosphere or feel the uniqueness of the places they visit to explore new designs that enter into Urban contemporary architecture. So, this behavior will continuously become a new habit or habit with the culture of hanging out hangout with friends and family.

One of the building plans that adapts the Adaptive Reuse concept in Bandung is the Tamblong Restaurant & Bar which is located on Jl. Tamblong, Bandung where the existing buildings in this primary area can be categorized as dead space in the middle of the city. The existing restaurant building is located right at the "entrance" area of Bandung's historic area (Jl Braga & Asia Africa). The existing restaurant building is located in an area (Jl Tamblong) which is pretty much dominated by heritage buildings. Then the existing building in this building is an ex-warehouse for storing unused goods, so that apart from using the existing building, it has its own unique potential which gives a different impression to anyone who visits it. Another uniqueness is the existing condition of the building flanked by two buildings, namely the office of the West Java Indonesian Chamber of Commerce and Industry and the ex-ITC building which is currently the office of a PMA (Foreign Capital Company). Besides having the potential to increase the economy, the existing condition of the building in terms of architecture can be utilized by maintaining the existing building.

So the purpose of writing this article is that the writer wants to examine how the uniqueness of this Tamblong restaurant & bar building is, with some of the theories previously mentioned. It is hoped that the studies in which this article will be written will open up an opportunity as well as a novelty for the uniqueness of adaptive reuse and existing buildings which have the potential not only to increase the economy but also to add new knowledge in architectural science. More specifically, the author tries to conduct a study of one of the facilities that feels in a Hidden Gems Bar Tamblong plan, which is a facility at Tamblong restaurant and bar (TR&B), which the designer selects and places as if hidden areas/zoning or the term hidden gems . Where at present the term hidden gems or the term hidden gems is rife as a term that can provoke the curiosity of groups of people or to a wider group, namely society. The hidden gem itself, (Agoes Tinus,) comes from the type of tourist who likes to explore. Coupled with advances in technology, the places explored by tourists can be recognized more quickly by others and even go viral. In this study, the focus on hidden gems is more on the tourism sector. Often that hidden gems are referred to a place that has a potential to become a tourism object. In relation to the Tamblong restaurant, this bar facility has a concept that tries to adjust the behavior of visitors or tourists to attract their curiosity about unique or new things, which in this case is the Hidden bar facility. So that it is hoped that an impression will emerge from visitors' own memories of this restaurant. Post-travel experiences, authentic tourism, and on-site social interactions can determine behavioral and attitudinal outcomes (e.g., loyalty, intention to recommend)(Shuqair et al., 2019).

The concept of a hidden bar in a restaurant building design that adopts the Adaptive reuse concept is something unique, apart from the placement of the bar area which seems to be separated but still under one roof of the restaurant building, as shown in the picture:

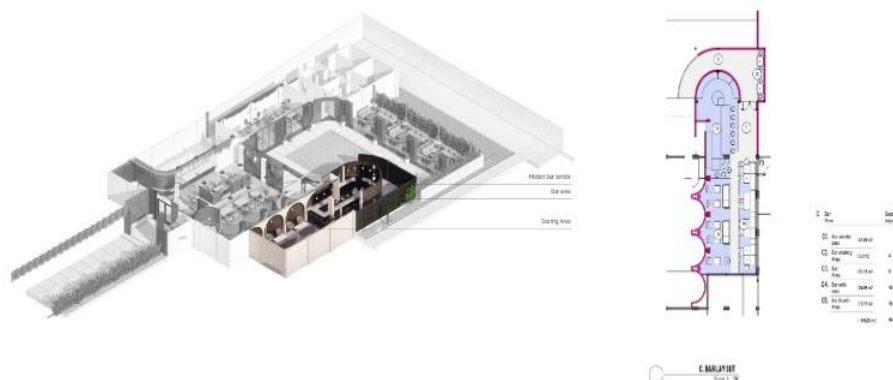


Figure 1. Tamblong Restaurant Hidden Bar Layout

Source: Author, 2023

In **Figure 1**. You can see the bar area is separated from the restaurant area and has access from the outdoor terrace area in the middle of the restaurant. A bar that is designed to be elongated with an area of 118 m² has a capacity of 46 to 50 visitors.

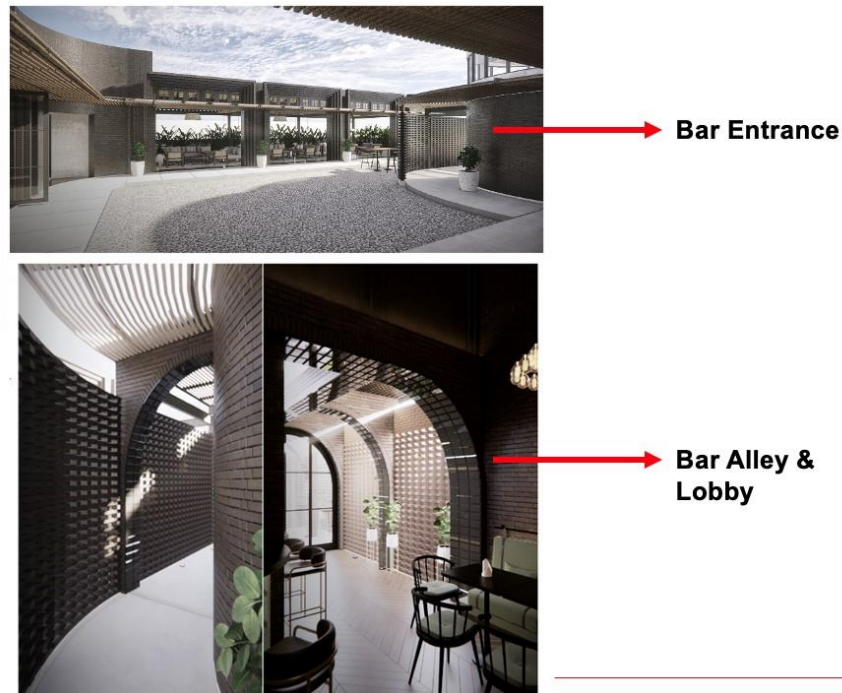


Figure 2. Hidden Bar Entrance of Tamblong Restaurant
Source: Author, 2023

In **Figure 2**, (above) it can be seen that the entrance to Hidden Gems Bar Tamblong was made without any signage, more like an alley without any information. This shows an antithesis of conventional marketing, where signage, information signs, directions, product names become a necessity to specifically introduce products so that they are known to the public.

In Figure 2 (below) after passing through an aisle with a semicircular groove, it ends in a Voyeur area / receiving zone where there are several seats placed as if this were the end of a journey through the aisle.

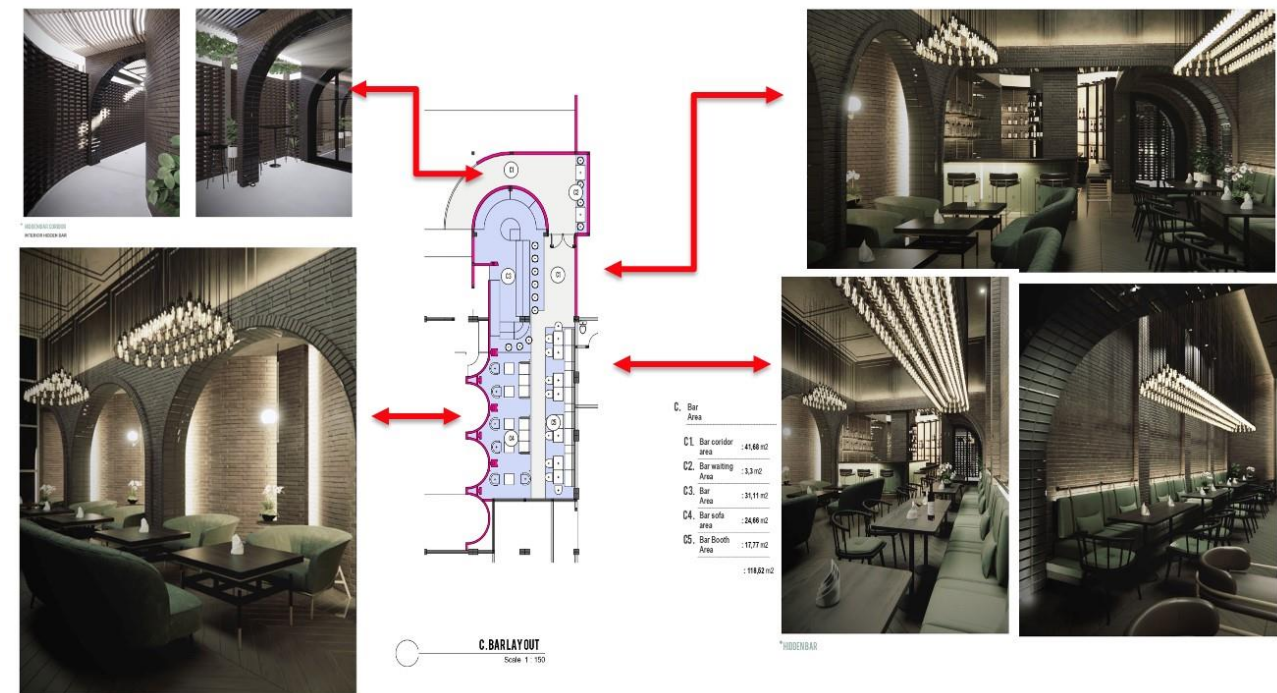


Figure 3. Interior Hidden Bar at Tamblong Restaurant

Source: Author, 2023

Figure 3. (top left) Image of the entrance hall and the end of the hallway where the elements are made like glass, (top right). After the glass door is opened, it displays a different atmosphere with dim yet elegant nuances with lots of lighting placed on the wall elements so as to create the impression of an exposed brick wall.

The author sees the uniqueness of the designation of the function of this commercial space as a form of issue in the development of contemporary architecture in terms of branding this commercial place where the concept is made as if it is closed / hidden, where in general a commercial place will use a very open concept in terms of information and design. capable of being the center of attention / eye catching. And besides that, from the form of entry that is not conspicuous as if visitors are brought into a unique and different visual experience, from the initial journey into access which is fairly mediocre, the writer analogizes it as if the journey entered into a cave/hallway that ended in death. end / dead end,

From the uniqueness of the above concept, if it is tried to be included in the criteria and points regarding contemporary architectural issues, especially regarding socio-cultural issues and architectural expression, then there are points obtained, namely:

- (i). Millennial generation architecture and behavior
Where at this point, as the times go by, the behavior of the millennial generation, which is fast, simple, effective in their activities, has resulted in various public facilities, cafes, restaurants that can accommodate the needs of users, both in formal and informal activities, to moving work and study spaces to various places. public place.
- (ii). Architecture and social class
In the era of the 70s to 90s the upper class social class in responding to a public place in search of entertainment for the social class segmentation was often located at the location of the facilities found in various star hotels, such as coffee shops, restaurants to bars in hotels, but over time these facilities are now growing and developing very rapidly and are located outside hotel facilities or can be said to stand alone, separate buildings.
- (iii). Architecture and Urbanity
The behavior of people in urban areas has a much faster rate of movement and movement, this is due to the density of population flow to traffic flow, from this, an urban community behavior develops that tends to require more public facilities that can support their movement from one place to another. point to another, whether it's as a destination point or just a temporary stopover point to later continue towards the intended point.
- (iv). Architecture and less things
A simple form or simplicity but has an element of clarity that leads to a design that has function and minimizes the use of non-functional elements.

Even though many buildings are indirect colonial heritage, the buildings that adapt the concept of adaptive reuse are buildings that have existed since the colonial era in their time. It is widely believed that working in the built environment is increasingly becoming the predominant condition of contemporary architectural practice. As many authors have pointed out, this can be attributed both to the decreasing capacity of urban areas to accommodate new buildings within the full urban structure as well as to new approaches towards environmentally, economically and socially sustainable development.

One of the building plans that adapts the Adaptive Reuse concept in Bandung is the Tamblong Restaurant & Bar which is located on Jalan Tamblong , Bandung where the existing buildings in this primary area can be categorized as a dead space in the middle of the city. The existing restaurant building is located right at the "entrance" area of Bandung's historic area (Jl Braga & Asia Africa). The existing restaurant building is located in an area (Jl Tamblong) which is pretty much dominated by heritage buildings. Then the existing building in this building is an ex-warehouse for storing unused goods, so that apart from using the existing building, it has its own unique potential which gives a different impression to anyone who visits it. Another uniqueness is the existing condition of the building flanked by two buildings, namely the office of the West Java Indonesian Chamber of Commerce and Industry and the ex-ITC building which is currently the office of

a PMA (Foreign Capital Company). Besides having the potential to increase the economy, the existing condition of the building in terms of architecture can be utilized by maintaining the existing building.

2. RESEARCH METHODS

In this study the authors used a qualitative descriptive approach by looking for several references to be used as a reference or basis for the topic to be discussed. From several references or literature reviews will be analyzed and create new views from the references that have been discussed by previous researchers. The first steps the writer or researcher will take are making a topic to be discussed, namely HIDDEN GEMS BAR Tamblong, then after that looking for references related to the topic being discussed, after that conducting a discussion at the end the writer or researcher makes conclusions based on the references that have been analyzed of the topic being discussed.

3. RESULTS AND DISCUSSION

3.1 Urbanity City Life

The urban phenomenon starts from tourism. Values and social practices that are far from the urban model, are determined based on the attributes for the city, namely mass, immediacy and monumentality (Cooffé, 2010). One of the main driving forces in urban transformation is consumerism, tourism and the culture industry. In terms of urban planning the so-called well-known phenomenon "Post-industrial urban emptying. In terms of urban planning it is a sad thing, because architecture is a sad story, and in terms of civic identity it is nothing less than a tragedy (Glancey, 2016). In the 21st century cities are changing very dynamically, influencing to a large and small extent the choice of identity and the means of satisfying individual needs. When the city meets the criteria of sociological definition and goes beyond compact and compositionally controlled spatial forms, urban development based on 20th century planning becomes unpredictable. Urbanity does not have a clear character in the era of modern technology, individualism which is accompanied by narcissism and a crisis of societal values. Cities become tools of impersonal life and the term "urban" more often refers to group or tribal experiences based on the principles of temporary community, where people come together to solve certain problems and participate in certain events only to disperse when finished. (Dymnicka and Badach, 2017). So if it is observed that urban culture, bottom-up initiatives and pop-up projects will become increasingly significant, in providing answers to changing needs and aspirations of urban users. In many cities there is a growing interest in micropolis activities. These activities cover practices such as community gardening, housing and retail cooperatives, social economy, barter schemes and "empty space" movements that suit space for a number of applications, subcultural acts, street art, graffiti and others. Those who tried to regulate these practices grouped them under the name urbanism or also known as "rebels". "participatory", "everyday", "guerrilla", even "do it yourself" (Iveson, 2013).

Consumer cities not only make workers more productive and provide easy access to the labor market, but are at least for some and for some population groups, also a pleasant place to live. In addition, emerging urbanity can help produce architecturally and culturally distinctive neighborhoods with the right mix of densities and recreational spaces, thereby promoting the revitalization of abandoned urban centers. According to Ahlfeldt (2013), during the 20th century, the massive decentralization of production that has transformed many traditional urban economies dominated by Central Business Districts (CBD) into clusters of dispersed metropolitan areas, has called into question the role many urban centers should play in the future. Then maybe in the future to come.

3.2 Authenticity of Tourism and Tourist Attraction

Authenticity is used to express what is considered true, real, and/or actual, but takes different forms depending on the person and perspective. (Yu et al., 2020). Likewise with authenticity which is theorized as the holder of influence over tourist decision making, with the choice of destinations and involvement with activities both online and offline in it. (Audrezet et al., 2020). Perceptions of profitability in tourism services are growing alongside sharing economy activities in general, and responding to increasing tourist demands for experiential, meaningful, and genuine interactions with local communities while traveling. (Paulauskaite et al., 2017). In addition, authenticity will be felt significantly and reduce the risks associated with traveling

to multiple destinations (and consuming anything that is imposed there), while also shaping the perception of quality and value of tourists. (Kesgin et al., 2021).

In terms of business models, the nature of authenticity in this context continues to evolve as contemporary sharing economy businesses offer consumers access to a wider range of new, bespoke, and/or exclusive experiences. (Garau-Vadell et al., 2021). Moreover, it challenges notions regarding the provision and consumption of authentic travel and tourism services in the process. For example, using a sharing economy platform by providing reach and volume for tourists by normalizing the more general shift from the gradual authenticity of tours organized by tour operators, package holidays, resort hotels, and standard experiences that were once synonymous with mass market tourism. (Chen et al., 2020).

Tourist attraction itself is something that can attract tourists to visit a tourist destination, such as natural attractions including landscapes, beaches, and a variety of other destinations, cultural attractions such as history, folklore, religion, and performance activities that have distinctive characteristics. artistic value, festival. Then there are social attractions, way of life, indigenous people, language, building attractions such as modern architecture, monuments, parks, and water tourism. According to Damanik et al (2006), then a good tourist attraction has four criteria, namely having uniqueness, originality, authenticity, and diversity. Similar to the Tamblong Restaurant and Bar, this restaurant also takes advantage of both domestic and foreign tourists by presenting the city of Bandung, known as Paris Van Java, which has its own charm in terms of the beauty and originality of architectural heritage buildings from the Dutch era. So when the tourists before visiting the Tamblong restaurant, the tourists, will first go through the old architectural buildings located on Jl. Asia Africa, Braga and surrounding areas.

3.3 Effects of Tourist Behavior on Restaurants & Bars

The development of restaurants with nuances has gained more and more takers, so restaurateurs are attracting customers in search of extraordinary places to relax (Scott et al., 2009). According to Pine et al (1999), with the current economic situation, business investors have focused on innovating goods and services to try to turn them into products that impress customers. There are five principles for designing memorable experiences: (i) Theme the experience, (ii) Align displays with positive cues, (iii) remove negative cues, (vi) mix with memorabilia (v) engage all five senses. Among eating activities, hedonic eating can represent the need for an impressive eating experience, how stimuli consist of food, physical environment and social factors as external human factors so that they can play a role in satisfying customers. (Macht et al., 2005).

Aspects regarding human behavior and behavior, in this case visitors related to physical human activities or activities, namely through interaction are the main factors in creating a behavior. In the theory of behaviorism there are several principles, namely the object of psychology is behavior, all forms of behavior are returned to reflexes, emphasizing the formation of habits. According to (Tandal and Egam, 2011; Angkouw and Kapugu, 2012) There are several things that affect the physical design of space that have variables that affect the behavior of its users, namely:

- (i). 1 Improper size and shape of space affect the psychology and behavior of its users; Application: the size of the room certainly requires adjustments to the needs of its users, with these sizes the activities and needs of users in a room can be accommodated.
- (ii). **Furniture arrangement** or decorative elements, made to fulfill and support functional purposes and arrangements that can affect the behavior of its users.
- (iii). **Color**, has a very important role in creating the feel and atmosphere of a space which will have positive implications and can support certain behaviors. Color can affect the creation of a psychological response and will affect the development of the quality of a space from the visitor's point of view as the use of the space goes on in the future.
- (iv). **Sound, temperature, and lighting**, is an important element in the creation of conditions of space and its users. Loud noises can unsettle the user. Application : so as not to disturb the peace with loud noises, the space is made and surrounded by materials that can make a soundproof room so as not to disturb the peace of other rooms.

(v). **temperature**, has an influence on user comfort space. Thermal Comfort can create a balance between human body temperature and the surrounding temperature, (Istiningrum et al., 2017). Room temperature greatly affects comfort (thermal comfort for Indonesians is between 25.4°C-28.9°C)

(vi). **Lighting**, the effect is very significant for a person's psychological condition. Spaces that tend to lack light will make a person lazy and if the room is too bright it can cause glare and hurt the eyes.

(vii). **Textures and Materials**

Smooth or rough textures will give a different impression to a room or building. For example, in a building using exposed concrete, the impression generated is that the building has a massive/heavy impression. Then the pattern of arrangement of materials on the floor (ceramic, granite, marble, etc.) will improve the quality of a room and the space has good aesthetics.

(viii). **Space Arrangement**

The use of space and the arrangement of furniture can be determined by the practical needs and living habits of the occupants. Furniture used to achieve the same goal can be interpreted as a single function group.

One aspect that is accepted by many contemporary people that is easily absorbed by everyday life is consumption to travel to restaurants. These actions play an important role in the creation and expression of significant places. For contemporary society, consumption is important because of how geography is created and experienced. Geography as a form of social and physical spatial expression, thus in turn is an integral part of how consumption is formed and articulated. The main theme is the need to recognize consumption as a necessity and create meaning when it is created and expressed through space and time. Consumption is fluid and contextual, and is made differently and unevenly across space.

An example of consumer behavior that is 'consumed' by people is architecture. The main characteristics of the postmodern wave are demassification, fragmentation, individualization and increased speed of change. The main causes of postmodern change are social and technical. The characteristics of social change are fragmentation, and paradoxical juxtaposition, while the technical changes are: hyper reality, complexity, and value realization. According to (Jenks, 1986) characteristic of the postmodern period is a global outlook, rapidly changing in a cyclical model oriented towards a global outlook, multinational, eclectic pluralist and inclusive, with tastes in postmodernism depending on culture and genre.

4. CONCLUSION

The BAR concept, at the Tamblong Restaurant & Bar (TR&B) called Hidden Gems Bar is very interesting apart from the presence in the main restaurant building which adopts the concept of adaptive reuse where the function has been transferred quite significantly from what was originally a warehouse building to a building function. commercial, namely a restaurant, and especially this bar facility which is unique, namely in contrast to the mainstream flow of a commercial destination which uses the concept in a hidden manner so as to break a flow of antithesis definitions where a commercial place requires high publicity and exposure so that it can be recognized by potential visitors or society. Judging from the selection of locations taken it is said to be quite interesting,

This restaurant uses the adaptive reuse concept in which the building still adapts from the previous building form while maintaining the structure and materials that existed before. The building which before the new planning was carried out can also be said to be a "dead space" or dead space, because the building only functioned as a warehouse for storing goods. "Dead space" itself is the result of poor or abandoned design, how developers, planners and architects make buildings not flow in the built environment which creates pockets of space and has no human habitation. But otherwise dead space can be well planned and thought out, but not as successfully as originally intended (Cravalho, 2015). Thus, the location of the Tamblong restaurant and bar is very conducive and prospective to be utilized by business actors to develop their business, apart from getting the implications of benefits for building the post-covid-19 community economic recovery, it is also hoped that it can contribute to and become an attraction for domestic and foreign tourists. international visitors to visit to enjoy the atmosphere around the restaurant which is surrounded by heritage buildings and enjoy the dishes of the Tamblong restaurant and the bar itself. In addition, from the perspective of the analysis of the behavior of consumers in consuming food, it is not only a basic need but also exists as a social function, because consuming food is part of a symbolic system. So from that, The type of food place

is determined by the facilities it sells, which can be in the form of a consumption menu or according to the target market. There are two types of restaurant and cafe consumers, the first consumes using the menu and the other according to the place.

The latter are usually young people while the former are families. Therefore, the place to eat today is not only a place to eat but also a place with many functions, such as for socializing, eating, waiting, hanging out, working and discussing. The behavior of this consumer society determines dining arrangements, indicating that in Bandung, social activities outside the home are mostly consumed by young people where they not only enjoy food but also socialize (Astuti and Hanan, 2012). While the Tamblong & Bar restaurant offers facilities that it sells in the form of a Hidden Bar in one restaurant called a family restaurant, besides that other facilities are offered, namely in the form of Indonesian specialties and foreign food menus. So this is also one of the attractions for tourists to visit besides enjoying the food menu provided, but also enjoying the atmosphere of the facilities provided by the Tamblong & Bar restaurant. For more details, in terms of visual form, the hidden gems bar tamblong study object can be seen through the animation format via digital channels that have been uploaded via the YouTube channel. <https://www.youtube.com/watch?v=TG4DEU9WH-Q&t=1s> and for all Tamblong Restaurant & Bar objects (TR&B) can be seen via the YouTube channel <https://www.youtube.com/watch?v=eouhHKvWgP0&t=6s>.

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