

The Aesthetic Elements of Façade Commercial Buildings in Bali

A. A. Ista Ratnamaya¹, Prof. Dr. Drs. I Wayan Mudra, M.Sn.²

Indonesian Art Institute Denpasar, 80232, Indonesia
istaratnamaya6@gmail.com

Abstract

Commercial structures are beginning to appear in many regions of Bali, resulting in increased congestion and visual saturation.

As a result, many designers have begun to incorporate aesthetic features into their designs in order to boost the building's appeal and pique people's interest in visiting it. The purpose of this study was to learn about Balinese people's perceptions of aesthetics, or the beauty of form, so that the fabrication of aesthetic elements for commercial building facades can match Balinese residents' aesthetic requirements. To help the public react to research questions about designs, materials, and colors in the aesthetic elements of commercial building facades, researchers used qualitative approaches such as observations and surveys. Following that, the investigation was conducted.

Keywords : Aesthetic elements, facade, Bali.

Introduction: Pariwisata Bali

Bali is one of Indonesia's most well-known tourist destinations, thanks to its culture, magnificent natural surroundings, and many tourist attractions (Somantri, 2016). Most entrepreneurs see the large number of domestic and international tourist visits as an opportunity to capitalize on tourism areas, such as by building commercial facilities and infrastructure to support tourism facilities, such as restaurants, spas, clothing stores, cafes, developing service businesses, and so on (Astina, 2017). Furthermore, a commercial building is defined as a structure that accommodates numerous business operations, such as trading. This type of structure is intended to benefit both the owner and the user. (Abicandra, 2015). According to (Astuti, 2013), commercial buildings include: retail, supermarkets, shops (clothing, food, motor vehicles, electronic equipment), shopping centers, commercial offices, and services (service, laundry, etc.). Furthermore, commercial buildings are defined as structures that house diverse commercial services such as villas, hotels, resorts, trade, rented office space, and so on.

The growth of various tourism amenities began to have an impact on the appearance of Bali's major cities. The presence of business buildings in the big metropolis generates an unpleasant and drab vision in the form of a row of buildings along the road. The dense and drab aesthetics of this row of buildings gradually grow incompatible with the needs of commercial structures, which require appeal to attract potential customers.

This event also reduces the reflection of the Bali area, which is beginning to dwindle due to the many retail buildings that use old buildings and monotonous styles, whereas novelty, innovation, and locality are important in public areas of an area to create something innovative while still retaining regional identity.

According to the explanation above, the Bali area requires visual enhancements that can follow design changes while retaining the locality that is a characteristic of an area in order to increase tourism and prevent visual pollution produced by commercial structures. Visual enhancement may be avoided in a variety of ways,

one of which is by improving the appearance of business buildings from the outside. Visuals and the building's exterior appearance become a pressing demand, necessitating a variety of designer concepts and inventions in order to create appealing structures among the densely packed commercial buildings. Many designers today use façade design as an innovative way to transform the appearance of a structure. The face of a building, also known as the front or front of a building, is the front or front of a building. (Suparno, 2013).

Facades, like other design works, have their own set of constituent components or criteria. These requirements pertain to the facade's layout, which includes composition principles, finishing (materials, colors, textures), architectural proportions (massive-opening ratio, verticality-horizontality, visual connectivity), and the employment of decorative elements. (Pujantara, 2013). Adding aesthetic components is one of the efforts in constructing an appealing façade because today's facade design is no longer solely dependent on the structure of the building, but also on the designer's ingenuity. Aesthetic components are design aspects that provide aesthetic value to a design and make it more appealing. This feature will set the current facade apart from the old one, as the present design is more appealing and diverse. Aside from the design, the beauty of the design is also determined by the preferences of visitors or people who view it. As a result, this study was carried out to determine what the local community's or consumers' preferences are so that the aesthetic aspects of the facade design developed can match the aesthetic standards of the community, particularly the Balinese people.

The aesthetic or appearance of the building's facade has also been discussed by previous scholars. The first researcher examines how development affects the typology of shop facades in the Jalan Teuku Umar Denpasar corridor, with findings revealing that the majority of establishments do not adhere to the existing design entirely (Praganingrum, dkk, 2016). The second study examines the influence of a building's facade on visual connection in the Jalan Teuku Umar Denpasar corridor, with findings in the form of the dominance of design compo-

nents on the facade and the similarity of facade design in relation to visual connection. (Pratama, 2019). The two studies above look at façade design in terms of style and elements in general, however the author's research solely looks at the aesthetic elements of commercial building facades, such as what can draw Balinese people's attention. This study was carried out by distributing questionnaires to the general public regarding the aesthetic element's component selection, specifically the form and material employed. The findings of this study are expected to be used as a source of information and design recommendations for commercial building facades in Bali.

Research Discussion

The scope of this study is in the realm of commercial building facades, which will be visually inspected. In this investigation, a qualitative general technique was applied. A qualitative research method is one that can be utilized to investigate and comprehend the meaning of social or humanitarian issues (Nugrahani, 2014). The study steps were carried out using this method, which included observations, literature investigations, questionnaire distribution, and documentation. The researcher began her investigation by studying numerous aesthetic features in the Province of Bali's Gianyar, Denpasar, and Badung districts, which are the top three cities with the highest level of growth, according to the Central Statistics Agency for the Province of Bali.

Researchers chose data relating to population density since it can show rapid development expansion in places with high population density. In addition to the aforementioned characteristics, the three cities were chosen based on the inherent identity of each region. Because Gianyar and Badung are synonymous with tourism, and Denpasar serves as the provincial capital of Bali, the three areas are regarded ideal to be utilized as representative samples of the island.

With a total of 66 samples, 7 data were gathered in the Gianyar area, 21 in the Denpasar area, and 38 in the Badung area after the observation process. The shape, motif, color, and materials of the aesthetic aspects of the facade are then organized. The results demonstrate

Kepadatan Penduduk Menurut Kabupaten/Kota di Bali, 2010-2019 Density By Regency/Municipality in Bali, 2010-2019										
Kabupaten/Kota Regency/Municipality	Tahun									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Jembrana	312	314	316	318	321	323	325	327	329	330
Tabanan	417	419	422	425	427	430	432	435	437	440
Badung	1306	1340	1374	1407	1440	1472	1505	1537	1569	1601
Gianyar	1295	1308	1321	1333	1346	1358	1370	1382	1394	1406
Klungkung	543	546	549	552	555	558	561	563	566	569
Bangli	440	443	446	448	451	454	456	459	461	463
Karangasem	474	476	479	482	484	487	489	492	494	496
Buleleng	459	462	465	468	471	474	476	479	482	484
Denpasar	6206	6346	6487	6622	6758	6892	7022	7155	7283	7412
BALI:	676	685	693	702	710	718	727	735	743	750

Sumber : Badan Pusat Statistik Provinsi Bali
Source : BPS - Statistics of Bali Province

Figure 1. Population Density Lever Data Table

that the types of aesthetic components that exist in Bali today are geometric, decorative, and floralistic forms after passing through the grouping process. Stone, wood, aluminum plate, bamboo, glass, and plants are among the materials employed in the facade's aesthetic components. Black, white, brown, full color, or modify to the facade design are the colors utilized.

This information is then utilized to create questionnaire questions that allow respondents to express their ideas on what shapes, materials, and colors they find appealing. The participants in this study come from both local and non-local communities in Bali. These criteria are used as a guide to ensure that the replies collected reflect the aesthetics of the Balinese area, as expressed in Balinese people's perspectives.



Figure 2. Some Data Aesthetic Elements from Observations

Data analysis and questionnaire distribution are the following steps. The order of the questionnaire questions is determined by the study needs. The first question concerned the respondent's name and age, in order to determine whether the respondent's position could be justified in terms of thought.

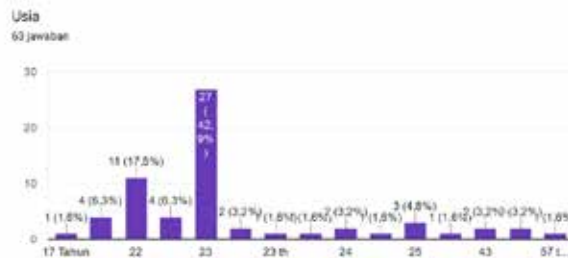


Figure 3. Respondent Age Chart

The questionnaire that was sent received responses from 63 persons, with the respondents' ages ranging from 17 to 57, indicating that the respondents' opinions can be accounted for because the age range is divided into teenagers, adults, and the elderly.

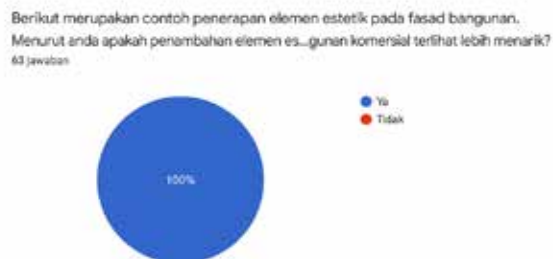


Figure 4. Respondent Interest Diagram

The researcher next offered the respondents an overview of the aesthetic components on the building's exterior in order to determine whether the presence of aesthetic elements influenced a building's attractiveness. Questions were also asked in order to offer respondents a clear picture of the inquiry material and to align respondents' perspectives with the author's. The researcher next asked the respondent's opinion on whether the aesthetic aspects on the facade can add to the building's

appeal, and they all said yes. As a result, it can be concluded that the presence of aesthetic elements on the façade of commercial buildings contributes to their attractiveness.

Setuju kah anda bahwa pemilihan bentuk, motif, warna dan bahan material berpengaruh terhadap daya tarik yang ditimbulkan?

37 jawaban

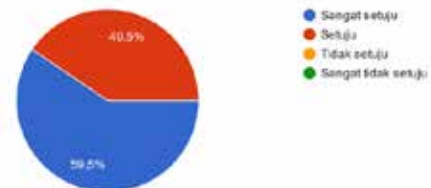


Figure 5. Shape, Material, and Color Effect Chart

The study also wondered if the aesthetic aspects' attractiveness may be influenced by the shapes, materials, and colors used. The findings of the survey show that 100% of respondents agree with the statement, with 59 percent strongly agreeing and the rest agreeing. This data demonstrates that aesthetic features like shape, material, and color play a part in influencing the success of the facade's aesthetic elements design.

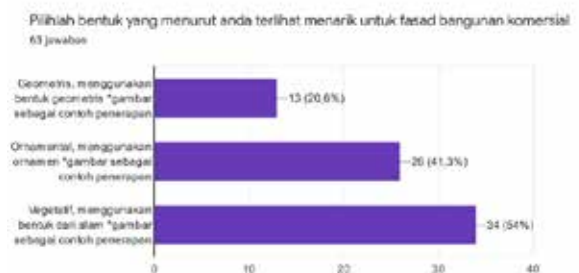


Figure 6. Shape Selection Chart

According to the results of the previous survey, aesthetic aspects do contribute to the visual appeal of the facade in the eyes of the Balinese. However, the aesthetic elements have a wide range of forms; in order to determine the Balinese people's interest in a particular shape, the researcher divides the forms of the facade's aesthetic

elements into different categories based on design literature and field observations. These are geometric, decorative, and floralistic shapes, which are regarded to be the most basic forms of most of the aesthetic aspects of commercial building facades in Bali. The results of the survey suggest that floralistic forms appeal to 54 percent of Balinese people, ornamental forms to 41 percent, and geometric shapes to the rest.



Figure 7. Material Selection Chart

Based on field observations, the researcher inquired about the material of the selected façade aesthetic components, which included stone, wood, aluminum, and bamboo, all of which are commonly used in facade aesthetic elements. In addition, respondents are given various possibilities by the researchers. According to the survey's findings, 71 percent of respondents preferred wood, 36 percent bamboo, 33 percent stone, 17 percent aluminum, and the remaining respondents preferred glass, greenery, or plants, which may also adapt to brand identity.



Figure 8. Color Selection Chart

After learning about the Balinese people's interest in various forms, the researcher inquired about their interest in specific colors. The color selections were then categorized based on the findings of field observations, which revealed that black, white, and brown were the most commonly utilized colors in the application of aesthetic components of commercial building facades in Bali. Other possibilities, however, are available as alternatives. According to the survey results, 52 percent of respondents choose brown, 50 percent prefer white, 28 percent prefer black, and the remainder prefer to match the furniture, adjust to the brand color, full color, and change the building's function.

Menurut anda seperti apa karakteristik elemen estetis yang menarik? khususnya bagi masyarakat Bali atau wisatawan yang berkunjung ke Bali

37 jawaban

Desain yang mencerminkan bangunan Bali contoh nya bangunan Bali Aga

Karakter lokal

elemen yang mampu memberikan identitas lokal yang berakar kuat dengan tetap mempertimbangkan fungsi, serta kaitan kekinian

Ukiran patas Bali

Tentunya ukiran Bali, patas Bali

Yang mendirkan Bali agar ornamen selain menampilkan keindahan disini juga memberikan informasi bahwa Bali memiliki ornamen khusus

terdapat unsur ornamen Bali dan bermaterial alami (batu/kayu/bambu)

Orn khas dari daerah tersebut

Figure 9. Designer Respons Chart

The researcher then creates an entry column to get the designers' perspective on this aesthetic feature of the façade by offering feedback or opinion on what the aesthetic element's attributes are that are intriguing, particularly for Balinese people or visitors visiting Bali. The questionnaire's results captured some of these viewpoints, which the researchers examined and summarized to generate a consensus among Balinese designers on what aspects of the aesthetic elements of commercial building facades are appealing to Balinese residents or visiting tourists. Aesthetic components that use texture and take into account the contrast, design composition, and identity of the commercial building are aesthetic as-

pects that are of interest to the public or add visual appeal, according to the designers, based on the summary of the answers to the questionnaire. Furthermore, the use of ancestral legacy such as ornamental motifs, carvings, and other features must be prioritized in the design of aesthetic elements to express local Balinese wisdom or the uniqueness of Balinese buildings and respective regional cultures. However, it must be presented in a contemporary manner, which may be accomplished by studying current fashion trends. Combining traditional Balinese components such as ornamentation with a popular style, such as the industrial style, is an example. This was done in consideration of the sometimes conflicting interests of Balinese residents and visitors. Balinese people tend to seek something new and more modern and visitors have an interest in the reflection of Balinese culture so that the aesthetic aspects of the facade with this blend will attract Balinese society as a whole and will increase the visual quality of a commercial structure.

When compared to other forms, materials, and components, it can be seen from the survey results that aesthetic elements with a mix of floralistic shapes, wood materials, and brown color are aesthetic elements that are believed to have aesthetic or aesthetic value for Balinese people. Apart from the facts, however, the findings are also based on something behind the Balinese selection of these aesthetic aspects. According to the findings of the literature review, this is tied to Balinese culture, which is Bali's identity and is connected to the people who live in the Bali area, therefore culture indirectly influences the Balinese people's aesthetics.

The results of the survey revealed that the floralistic shape is the form that Balinese people are most interested in using as the basic form of aesthetic elements. Floralistic refers to natural forms and is most commonly encountered in Balinese jewelry. Floralistic ornaments are made up of trees, leaves, or other plant parts that are arranged in a systematic pattern to form *pepatran*, or adornment. Chinese *patra*, Ulanda *patra*, Punggel *patra*, Wangga *patra*, and so on are examples of this sort of *pepatran* (Sri et al., 2017). Balinese ornaments or decorations prefer to incorporate natural forms into each of

their works, which is influenced by the Balinese area's customs and culture, which has been dedicated to nature up until now. Furthermore, Bali is well-known for its culture. The most compelling images for the Bali region are culture and environment (Dhyana & Bali, 2016).

Further findings reveal that wood is the most preferable material for Balinese people in terms of aesthetics. This choice is influenced by Balinese culture, which makes extensive use of natural materials in practically all sectors, including architecture. Wood is used in almost every type of traditional Balinese structure, including pillars (*saka*), *canggahwang*, *sunduk*, symbols, and roof frame components (Mahapatni & et al, 2019). Since the Hastakosali era, the usage of wood in traditional Balinese building has been sought to be regulated. The classification of wood classes is based on Janantaka's *lontar* and uses terminology from the royal world such as *Prabu*, *Patih*, *Pengalasan*, *Arya*, *Demung*, and *Tumenggung* classes (Anom, 2011).

The last item on the questionnaire asked about the most popular color, which was brown. Brown is one of the hues that contains elements of the earth, if you pay attention to his ideas. This color's dominance will provide the sensation of being warm, comfy, and secure. Brown can also offer the sense of being trendy, sophisticated, and wealthy because to its close proximity to gold. Brown gives the sense of being robust and dependable from a psychological standpoint (Zharandont, 2015). As a result, many Balinese prefer the color brown.

3. Conclusions

Based on the foregoing study, it can be determined that an aesthetic element with a floralistic form, that is, a form that contains natural components such as leaves and flowers, employs wood materials, and blends aesthetic design elements with style, appeals to the people of Bali or Balinese characteristics, so that they can still symbolize and characterize the culture of the surrounding area, notably the Bali area. So, in order to draw the attention of consumers or Balinese people, designers should design aesthetic aspects on the facades of commercial buildings in Bali that meet the above criteria.

Conflict of Interests

The authors declare no conflict of interests

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