

ABSTRACT

The Effect of Market Target On Architecture Design of Surabi Kasmara Cafe

Handika Supardan¹⁾, Ratna Safitri, S. T., M. Ars²⁾

¹⁾Student of Architecture Study Program, Universitas Pembangunan Jaya

²⁾Lecturer of Architecture Department, Universitas Pembangunan Jaya

Architecture and business have become a unity, where in building everything must be analyzed carefully in order to increase the value of the building and achieve the target market of the business itself. Kafe in Cikarang has its own way of attracting the attention of the market and also the target market itself. Of course, in designing a kafe, the designer must pay attention to the concept and design of the kafe and the relationship between the design and the consumer so that visitors are still interested, not bored. Therefore, analyzing market segmentation and determining the target market is very important so that the kafe can attract the attention of its target market, meet their needs, wants and tastes. Like Surabi Kasmara in Cikarang which looks striking and crowded with visitors with various consumers, where consumers look happy and comfortable spending their time at Surabi Kasmara. The purpose of this study is also to determine how the influence of the target market on Surabi Kasmara designs, find out how Surabi Kasmara aligns its target market or consumers with kafe design and how the success of kafe design is seen from the comfort level of the kafe. The research method that I use is descriptive qualitative method. and assisted by theoretical foundations related to research, namely market segmentation by Jerry W, Life Cycle by Erik Erikson.

Keywords: Kafe, Surabi Kasmara, Target Market, Market Segmentation.

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