

THE EFFECT OF STARCHITECT'S DESIGN ON HOUSING IMAGE ACCORDING TO RESIDENTS' PERCEPTION

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Article info
MODUL vol 22 no 1, issues period 2022

Doi : 10.14710/mdl.22.1.2022.31-35
Received : 18 august 2020
Revised : 3 june 2022
Accepted : 6 june 2022

Abstract

The development of residential real estate in Indonesia continues to grow. Although it cannot be denied that the current global economic recession affect the property business, housing development must continue to grow in order to accommodate the population demand. The recent economic conditions make housing developers have to make various innovations for convincing the public to buy their housing units. One of the innovations carried out is to recruit famous architects to collaborate in designing their housing. There are those who collaborate to design housing units in their housing clusters, but there are also those who collaborate since the creation of masterpaln to housing units. Of course, with the hope of cooperating with famous architects will be able to make their housing more pretentious, preferred by consumers, and ultimately bought by consumers. While on the community side, what do they expect by buying a house in housing designed by a well-known architect? Is it because of prestige, is it because of other things? This phenomenon is what makes researchers interested in finding out what the influence of a famous architect on the image of a housing in the eyes of the public. The purpose of this study was to determine the effect of the design of starchitect.

Keywords: Starchitect; image Housing; literature study, resident; perception.

INTRODUCTION

Since the 1980s city development has been driven by real estate activities. (Robin, 2018) is included with residential real estate. Likewise in Indonesia, along with increasing population, the construction of residential real estate in Indonesia continues to grow. Although it cannot be denied that the current global economic recession is hampering the pace of the property business, housing development must continue to grow in order to accommodate the needs of the community.

The unfavorable economic conditions make housing developers have to make various innovations to offer their housing so as to convince the public to buy their housing units. And there are many factors that make a housing attractive to the community, according to Nainggolan (2018) factors that influence consumer interest in buying a home are product quality, price, location and promotion. Meanwhile, according to Syafrina (2018) community preferences related to the housing environment that they want to live in consist of two aspects, namely non-physical aspects and physical aspects. The non-physical aspects of environmental comfort, consisting of environmental calm, social relations, health and environmental comfort. While the physical aspects consist of facilities, infrastructure, location and accessibility, as well as design.

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METHOD

In this study, the approach used is a qualitative paradigm. And the method to be carried out is a qualitative descriptive method, in which the researcher will conduct a survey and the results will be processed in the form of a description or translation according to conditions in accordance with what is in the field.

LITERATURE STUDY

Housing

House, literally comes from the word *Rumah*, which according to the Big Indonesian Dictionary means a building for residence, buildings in general (such as buildings). Whereas Housing is defined as a collection of several houses or residential houses; process, the act of providing a home; vacant land (to build a house); wooden crab eyes (drawstring); establishment or purpose. Meanwhile, according to Law No. 1 of 2011, a house is a building that functions as a habitable residence, a means of fostering the family, a reflection of the dignity and dignity of its inhabitants, as well as assets for its owner. Housing is a collection of houses as part of the settlement, both urban and rural areas, which are equipped with infrastructure, facilities and public utilities as a result of efforts to fulfill decent homes.

Types of houses based on development and residential actors include:

- a. Commercial house
Commercial house is a house that is organized with the aim of making a profit.
- b. Public house
Public house is a house that is held to meet the needs of homes for low-income people.
- c. Self-supporting homes
Self-help homes are houses built on community initiatives and efforts.
- d. Special house
A special house is a house that is organized to meet special needs.
- e. Country house.

State House is a house owned by the state and functions as a residence or residence and a means of fostering family and supporting the implementation of the duties of officials and / or civil servants.

Housing in Indonesia in its development was originally formed organically to adjust to nature or the cosmos based on the beliefs and beliefs of its people, full of symbols and meanings. Then in the colonial period, European influence began to enter into applying geometric systems such as grids. Then in the current era

of globalization housing is made by prioritizing functions and efficiency like housing in other countries in the world.

Housing in Indonesia today there are several types, including: subsidized housing, commercial housing, subsidized flats, commercial flats (apartments), state-owned housing.



Figure 1 The atmosphere of a subsidized housing complex in the Citeureup area, Bogor, West Java
Source: <https://mediaindonesia.com/read/detail/269572-bisnis-properti-2020-will-more-baik>

In terms of architecture, the dimensions of housing architecture according to Sabaruddin (2012) can be seen in the following diagram:

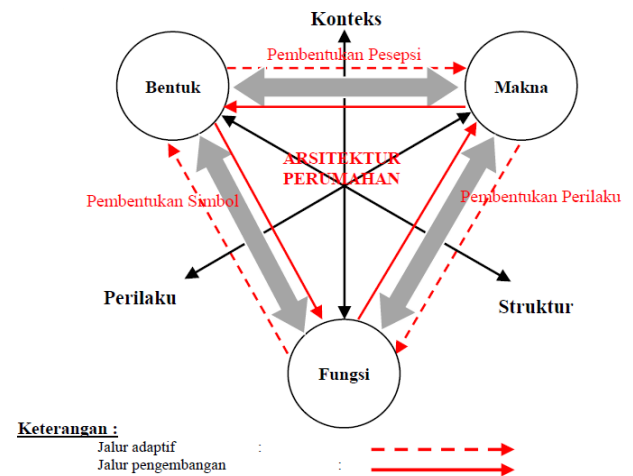


Figure 2 dimensions of residential architecture
Source: Sabaruddin, 2012

From the diagram above, it can be seen that the dimensions of residential architecture are three, namely form, function and meaning. Where between these three dimensions interdependence is intertwined; function dimensions adapt to the dimensions of shapes form

symbols, dimensions of forms adapt to dimensions of meaning form perceptions, dimensions of meaning adapt to dimensions of functions form behavior.

Housing in Indonesia today continues to grow in line with the growth of Indonesia's population, despite the unfavorable economic conditions. make housing developers have to make various innovations to offer their housing so as to convince the public to buy their housing units.

Factors that influence the choice of residential housing

There are many many factors that make a housing attractive to the community. According to Nainggolan, (2018) factors that have proven to significantly influence consumer interest in buying a home are:

1. Quality of home products
This means that the better the quality of the products offered by the company, the more consumer buying interest will increase
2. House prices
High house prices are very influential for people's buying interest. Price has a positive effect on buying interest. This means that if prices increase, buying interest will also rise.
3. Location of the house
This means that the strategic location of the house affects the buying interest due to the proximity to the city center. location has a positive effect on buying interest. This means that if the location has increased, buying interest will also increase.
4. Promotion
This means that promotions that are often carried out will attract people's buying interest to buy a home. Promotion has a positive effect on buying interest. This means that if the promotion has increased, buying interest will also rise.
Meanwhile, according to Syafrina (2018) community preferences related to the housing environment to be inhabited consist of two aspects, namely:
 1. Non-physical aspects consisting of:
 - a) environmental calm,
 - b) social relations,
 - c) health
 - d) environmental comfort.
 2. While the physical aspects consist of:
 - a) Environmental facilities,
 - b) environmental infrastructure,
 - c) Location and accessibility,
 - d) Design.

Preference to settle according to Sinulingga in Kurniasih, in Saputra (2018) is the desire or tendency of someone to settle or not settle in a place that is influenced by variables. The variables used to measure it are as follows:

1. Opinions about the current condition of settlements
2. The beauty of a settlement
3. Settlement conditions that are considered ideal
4. Factors in the current location of settlements that are considered pleasant

According to Asmara (2019) factors of consumer consideration in purchasing residential homes are as follows:

1. Quality Home Products consisting of:
 - a) the quality and quantity of the product,
 - b) diversity of interests
 - c) consumer tastes.
2. Price factors consisting of:
 - a) the price level is too expensive
 - b) price security.
3. Consumer Revenues consisting of:
 - a) the amount of income and
 - b) number of dependents.
4. Residential location consisting of:
 - a) distance to the city center,
 - b) availability of transportation and smooth traffic
 - c) proximity to work and education centers.
5. Quality of housing facility services consisting of:
 - a) availability of facilities,
 - b) environmental safety
 - c) proximity to economic and social institutions.

Image Housing

Judging from the science of architecture, an image in a housing can be divided into two, the first is the image of the housing brand, and the second is the image form.

Image housing brand is more inclined towards how people's perceptions of housing. Whereas Image form in architectural theory is as follows:

According to Lynch in Nandang (2010) the physical quality provided by the visual system at a place can cause a strong image of the place. Quality in the form of the ability to bring the impression (imageability) which is closely related to the clarity or the ability to read (legibility) in a place.

Image of a place is related to three components, namely:

1. Object Identity
Can distinguish with other objects.
2. Structure
Includes patterns of relationships between objects and observers, as well as objects with other objects in a place.
3. Meaning
Objects can experience urban space, that is, from objects, the meaning of subjects and the sense experienced.

The character building component of the non-physical aspect is taken from the immeasurable design criteria according to Urban System Research and

Engineering Inc. in Nandang (2010) which places more emphasis on visual quality, namely:

1. Feasibility relationship (fit with settings)
Focusing on the harmony of the city relating to location, housing density, culture, building values, road artifacts.
2. Expression and Identity (Expression of Identity)
Provide expression of identity, status and values for residents and the community in design emphasis
3. Achievement and Orientation (Access and Orientation)
Clarity and security of the entrance, the way to the location is important so that people understand where it is going.
4. Supporting activities (Activity support)
Community activities will provide behavioral character through specially designed signs.
5. The view
Emphasis on achievement of buildings in the direction of public space
6. natural element
Create a design by utilizing natural elements that are in the location.
7. Comfortable Look (Visual comfort)
Avoiding glare, smoke, dust or confusing traffic lights
8. Care and Maintenance (Care and Maintenance)
Paying attention to the selection of components in a design that is easy to maintain and manage. (Darmawan in Nandang , 2010)

The Role of Architects

Starchitect is a term used to describe famous architects or celebrities because of their works that have received praise from critics and the general public. Architecture usually has a large influence on the wider community with their design works.

It is undeniable that design is a tool capable of resolving housing health problems, the problem is the extent of the interest of professional architects to enter the realm of poverty, simple building design with an area of 36m², consumers who have very low purchasing power. At this point the dedication and moral responsibility of an architect to be able to contribute in solving problems (Sabaruddin, 2012)

And now there are already some famous architect or architect who are willing to collaborate with developers to design housing. Among them were Andra Matin with YVE Habita Limo Residence and the developer of Samanea Hills, and Yusing who designed Griya Mitra Insani housing.

ANALYSIS OR EXPLAINATION

Based on interview between the researcher and interviewee, the following information was obtained :

1. interviewees are residents of the Samanea Hill Housing (Parung Panjang) and Perumahan Griya Mitra Insani 2 (Bekasi)
2. The resource persons were women aged between 29 - 44 years.
3. The work of resource persons varies, namely engineering consultant, lecturer and entrepreneur, and housewife.
4. The resource persons lived in the house for different periods of time, ranging from less than 1 year to 8 years.
5. Not all informants have a housing unit currently occupied.
6. All informants who bought a housing unit were satisfied with their decision to buy a house in the housing they currently occupy.
7. All informants like to live in the house they live in.
8. Only 2 informants felt that the house they lived in was their dream house, while the other 3 informants felt the opposite.
9. 3 out of 5 informants have targeted this house from the start.
10. Only 1 out of 5 sources actually chose a house because it was designed by a starchitect, 2 other sources chose a house because of its design, 1 source because of its comfort and safety, while 1 other resource person only rents the house that is currently occupied.
11. Only 2 out of 5 sources know if the house they are going to buy is a house designed by a starchitect.
12. There are only 2 out of 5 interviewees who believe that housing image is strongly influenced by the design of the starchitect.
13. Other uniqueness such as housing style, attractive facilities, unique house design, comfort and safety are also positive points that are sought by the speakers from the housing units they live in.
14. Currently there are only 2 resource persons who make changes to the housing unit they have, 2 other informants do not plan to change the housing unit they have, while 1 resource person may make changes to the housing unit they own.

CONCLUSION

From the answers given by the interviewee, the attractive design factor, ability to provide sense of secure and comfort also the facilities provided are the main point to consider when choosing a house in a housing. It does not rule out the possibility that houses and housing that are well designed by young architects can still able to capture the hearts of consumers from the first sight and bring up to new starchitects.

ACKNOWLEDGEMENT

Thanks to Universitas Mercu Buana Research Center, Engineering Faculty and Architecture Departement for supporting this journal.

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