

GLOBAL CAPITALISM IN INTERIOR DESIGN OF FAST FOOD RESTAURANTS IN BALI

I Made Pande Artadi

Doctoral Student of Study Program of Cultural Studies in Udayana University
m.artadi@yahoo.com

ABSTRACT

Food is anything that is eaten and digested in the body, so that it can be useful for physical and spiritual health. Over time, food consumption develops and changes in accordance with changes in human civilization. Economic, information and cultural globalization has affected human eating activities. Cultural contact that transcends geographical, cultural and religious boundaries results in a consumption revolution that is implemented in the form of dining room interior design concepts and restaurant architecture. This research reveals that there has been a consumption revolution in Balinese society. Massively transformed eating activities that previously as an activity to spend value for food, into various forms of pleasure and leisure time. The interior environment of the dining room is arranged not only to fulfill dining activities but to be filled with various forms of fun, entertainment and games. The theoretical approach used in this research is the theory of consumerism from Jean Baudrillard, Adorno and Pierre Bourdeou. The results showed that for some consumers, eating activities are not merely consuming the use value, function value, and its utility, but also to communicate certain meanings contained therein. Modern interior designs in fast food restaurants are used to mark / represent / communicate or send codes of identity and social position in society.

Keywords: Design, Consumerism and Modern

INTRODUCTION

Food consumption is the most basic human activity since humans exist. Humans need food for the synthesis of cell materials and produce energy. Food is anything that is eaten and digested in the body, so that it can be useful for physical and spiritual health. Over time, food consumption develops and changes in accordance with changes in human civilization. When viewed the essence of food eating activities is a form of culture (culinary culture) which is quite simple, but if it is observed in more depth that eating activities are not just moving food into the body but it contains very complex activities. Piliang said that eating activities involve various psychological, linguistic, symbolic, gender, technological, spiritual, economic, political and social relations. Eating activities are not only related to food, eating utensils but also a place to eat or dining room (Piliang, 2010 : 433). It has not yet disappeared from our memories that eating activities are part of political choice activities that must be publicly demonstrated by some political party figures in Indonesia. Eating activities will become full of meaning and increasingly freely translated by the general public.



Figure 01. Meal Together is a Sign of The End of Political Tensions That Occurred After The General Election.
Source:Kumparan.com

Economic, information and cultural globalization has affected human eating activities. Cultural contact that transcends geographical, cultural and religious boundaries results in a consumption revolution that is implemented in the form of dining room and architectural interior design concepts. According to Piliang's opinion, this revolution had an impact on city people who transformed eating activities. If previously the activity of eating is to spend the value of food use, but then it becomes an activity of various forms of pleasure and leisure time. The interior design of the restaurant is arranged not only to fulfill dining activities but to be filled with various forms of fun, entertainment and games. (Piliang, 2011: 433). In this case consumption is expressing social position and cultural identity in society. Something that is consumed is not only food or just objects but social meanings hidden behind it. There are indications of culture like this by scientists and social experts call it a symptom of consumerism culture.

Bali as a tourism destination has experienced very rapid restaurant growth. The latest data from Badan Pusat Statistik Provinsi Bali shows that the number of restaurants registered in Bali is increasing every year. In 2013 there were 1,339, then in 2017 the number increased to 2,521 restaurants. This amount of growth is quite large compared to the previous year (BPS Prov. Bali, 2018). This figure shows that the lifestyle of Balinese people to eat at restaurants is increasing. For restaurant entrepreneurs engaged in fast food, this atmosphere is an opportunity because Bali is a potential market, but at the same time is a challenge due to intense competition in the middle of a flood of culinary entrepreneurs.

Now there are two big players who continue to emerge and carry foreign branding in fast food restaurants in Bali, namely Mc Donald and Kentucky Fried Chicken (KFC). Almost all restaurant interior designs are built using modern style imagery. This image seems to be the benchmark and standard for all fast food restaurants, thus it does not provide an opportunity for the local image of Bali to enter and play a role in it. The results of the Sindonews.com interview with Yusuf as Mc Donald's Operations Manager for Bali in 2017, stated that the presence of this product before was to target foreign and domestic tourist markets who were on holiday in Bali, but gradually this food is also increasingly popular and inundated by consumers from the local community of Bali. Not infrequently there is a very long line of consumer queues at various shopping centers or restaurants that provide fast food with character.



Figure 02. Consumer Lines at Fast Food Restaurant Counters Source: <http://robbypras.blogspot.com>

The increasing desire of the Balinese to eat out and roll in to a fast food restaurant becomes interesting to be investigated. Has there been a consumption revolution in Bali as said by social experts as a symptom of consumerism culture? Is the modern interior restaurant design can support the consumption revolution?

DISCUSSION

The growth of fast food restaurants by carrying out modern interior dining room design is increasingly high in Bali. Modern interior design featuring clean design, precision, geometric and high technology. From the standpoint of historical science, the term 'modern' implies a period that developed after the Western Classical era. According to Sumalyo, in this period there was a revolutionary change that was in line with the industrial revolution. This situation caused a

fundamental change and caused a socio-economic revolution in Europe and even almost in all parts of the world (Sumalyo, 1997:04).

In the perspective of architecture Sidharta said that the spirit that underlies the emergence of modern architecture is a reaction to design that always takes the architecture of the past as an encyclopaedia that is inexhaustible to emulate, for example: classical Greek and Roman architecture from previous centuries (Budihardjo, 1997:55). The same statement was also explained by Klob. He asserted that the modern style had revolutionized the fight against historicizing (using historical forms) and carried the idea that designers must express the "spirit of age" (Klob, 1990; 26). Sumalyo said that modern design seeks to free itself from the rules of classical architecture with the doctrine of "form follow function" coined by Louis Sullivan. In further developments, the form of modern style design is more integrated with the development of science and technology. In addition to prioritizing functions in his work, this style also opens itself to use new materials resulting from industrialization (such as glass, stainless and steel) towards geometric, technological and scientific forms.

Indonesian social and cultural experts have diverse opinions about the presence of modern styles in the context of Indonesian thinking. One of Sumarto's opinions in Mardimin's writings states that modern is equated with 'the West'. Modernization is a process of development by taking over the ways and lifestyle of Western culture (Europe and America). The emergence of modern society as a result of adopting or imitating the lifestyle of westerners (Mardimin, 1994: 57). This assumption is very reasonable because when viewed from a historical point of view, the mindset, ideas and spirit of the modern movement were born from Western nations.

Modern culture is a culture that is seen by local Balinese as Western culture, an ideal culture that is identical with the 'upper class' in society. Modern culture is seen as a culture that is oriented towards the present and the future; active and innovative lifestyle; and high community mobility. Based on this view, it is only natural that modern culture becomes a dream and hope for the people of Bali as part of the community of a developing country. Furthermore, the Balinese view of modern culture is utilized by fast food restaurant managers to build restaurant interiors that carry a modern image. Modern interiors in restaurants can be a sign that can mean that the interior atmosphere and food products sold are representative of the 'upscale' lifestyle. The food served as if it would be very suitable for consumption by local Balinese people who wish modern lifestyle.



Figure 03. Modern Interior Design in a Fast Food Restaurant Room
Source: Zomato.com

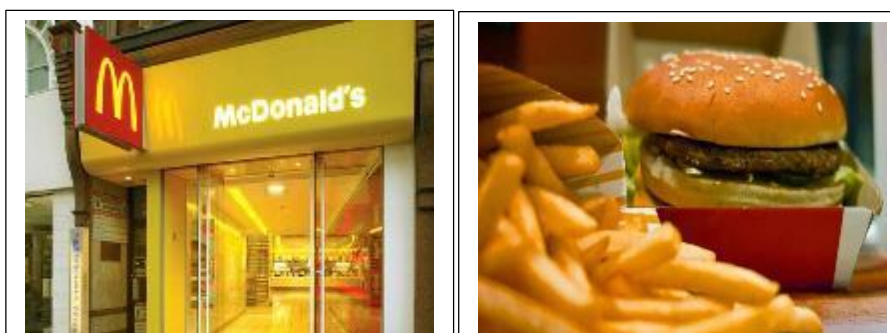
The restaurant's interior was built to communicate the image of food products to the public. In order to influence consumers towards the products offered, interior designs are created that use modern symbols, which are then translated by consumers as parts that seem 'up of date' and 'classy'. This phenomenon is widely seen in several interior elements, such as: geometric forming elements of space and cashier counters, industrial-image dining tables and chairs, and automatic infrared sensor technology washtafel. All elements of design generally use the symbols of modern technology to construct product images in the eyes of the public. Through interior design, manufacturers are able to package fast food products that have a global image of speed, accuracy, precision and efficiency. The use of modern symbols in interior design marks the formation of the image of food products through the process of symbolic interaction between sellers and consumers.

Various facilities that pamper consumers come in the form of computers, wifi, children's play areas that can be used free of charge. Modern interior design with luxurious and completely automatic dining facilities, a clean and comfortable ventilation system, pleasant acoustic and auditory options for the community. The presence of this facility seems to lead consumers to always come and stay longer in the place. Eating that was previously functional as a human biological activity in continuing life shifted to the mark value. Eating activities not only consume food use values, but also spend value marks, prestige, class and social status. Modern interior design as an artifact can distort essential eating functions. This argument is similar to the opinion of Bourdieu quoted by Daniel Miller, he stressed that in contemporary society artifacts are an important factor in the struggle to reach social positions. The struggle for social position in social classes is largely determined by the relationships formed by the existence of these artifacts (Daniel, 1987:09).



Figure 04. Various Modern Facilities With Automatic Infrared Sensors
Various Modern Facilities With Automatic Infrared Sensors
Source: <https://deteksi.wordpress.com>

Through the development of science and technology, the producers present a variety of food products with standards of public taste that have been regulated, thus making the Balinese people as mute consumers. Setting consumer tastes is done by blurring the essential functions of food, but presenting food products with their own charm, and promising a more attractive lifestyle through modern interior design. The higher the modern image is implanted, the higher the value of interest that appears in the product. This means that the interest of consumers to come and buy it higher. In this case society is regulated not to become rational consumers in consuming food. This indicates a functional distortion in eating activities expressed by increasing queues and flooding of consumers to come to fast food restaurants. It seems that this tendency of consumer attitude is exploited by producers to take advantage by offering a modern lifestyle in eating activities. By Yasraf this condition in the global capitalism society is also called the consumer society (Yasraf, 1998:203).



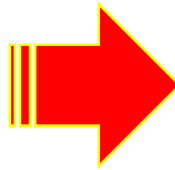


Figure 05. The Interior Design Of The Dining Room Forms The Image of a Modern and 'Classy' Product
Source: Freshome.com

Consumer society is a condition of society that prioritizes consumption by utilizing artifacts in this case is modern interior design. In using artifacts is not only to get the value of the function but also the value of the spectacle, such as: status, lifestyle, and economic value by others. According to Celia Lury, the rise of consumer culture is characterized by an increase in lifestyle, artifact production, exchange and utilization of consumer goods which are increasingly structured by the expressive aspects that are realized or symbolic aspects of these goods. An increase in the relative expressive meaning compared to functional benefits. (Celia Lury, 1998: 112) More deeply Yasraf said that in consumer culture, consumption is no longer interpreted merely as a cultural traffic of objects, but instead becomes a social stage, within which social meanings are contested. In this situation there will be a position war between the citizens involved (Yasraf, 1998: 215).

By Adorno, Horkheimer, and Marcuse as supporters of the Frankfurt School, said that the engineering of consumer society by manipulating society through various commodities occurred because of one way he called total administration. This form of administration tends to be total in nature, resembling the nature of totalitarian fascism due to the presence of elements of mass regulation by producers so that they become passive masses (Yasraf, 1999: 98).

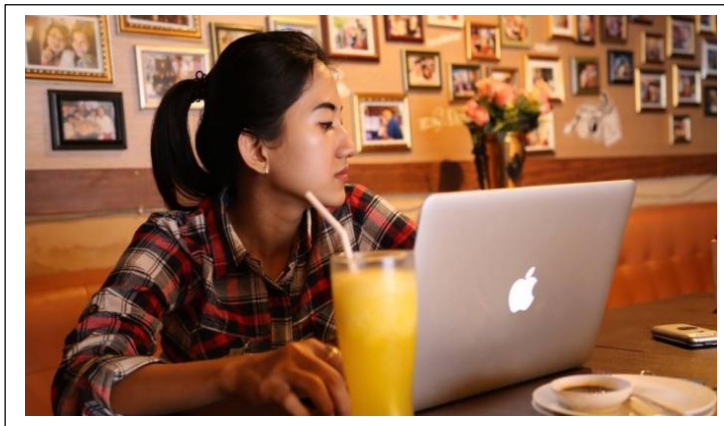


Figure 05. Work Activities While Eating At Fast Food Restaurants Represent A Classy Lifestyle And High Taste.
Source: <https://makassar.tribunnews.com>

This condition is what Burhan Bungin said as the practice of global capitalism. This practice is a form of power that takes maximum advantage of consumers. The practice is carried out by controlling it towards an attitude that is always chasing the product without thinking

rationality in looking at the use value of a product. Karl Marx said that capitalism is an economic system that allows several individuals to master the vital production resources that they use to achieve maximum profits (Burhan Bungin, 2001: 29). This means that capitalists are present as owners of a series of fast food restaurant company activities in Bali that attract consumers through restaurant interior design.

Initially capitalism offered many conveniences under the pretext of "making it easier for the community to fulfill their daily needs". This is done by producing necessities that offer instant, fast, healthy and clean styles. These products are consumed by individuals to achieve happiness and establishment. Through a modern interior design the value of food use which was previously egalitarian, was further multiplied by inserting new values and hierarchies regarding "new use values" that did not exist before. Eating in this place has a symbolic exchange value that is a value that has been built together in society for an object of consumption compared to other objects.

CONCLUSION

In the life of the Balinese there has been a consumer revolution in the form of consumer culture. Some consumers, eating in a restaurant is not merely a waste of use value, function value, or just utility, but also consumes the value of the sign in the hope that it can communicate certain meanings contained therein. Eating in a modern and expensive setting can mark a high level of status, high taste and wealth. This attitude is part of the desire to establish a superior sense of taste and lifestyle with a view that refers to self-identity as the best representation. Clearly, in this case the modern interior design of fast food restaurants in Bali is used to mark / represent / communicate or send messages of identity codes and ideal social positions in Balinese society. The practice of global capitalism driven by fast-food restaurant entrepreneurs as owners of capital in principle brings changes to the eating culture of contemporary Balinese society. Changes that occur in a contradictory direction, namely the direction of homogeneous cultures and heterogeneous cultures that offer more choices. The threat of this change is if the homogenisation flow is very high there will be a uniformity of eating culture that leads to an instant and mass appetite style. Culture of eating local tastes that are personal, unique and diverse, will gradually disappear eroded by a universal homogeneous culture.

REFERENCE

- Budihardjo Eko, 1997. *Arsitek Bicara Tentang Arsitektur Indonesia*. Bandung: Alumni Press
- Burhan Bungin. 2001. *Imaji Media Massa*. Yogyakarta: Jendela Press
- Celia Lury. 1998. *Budaya Konsumen*. Jakarta: Yayasan Obor Indonesia Press
- Daniel Miller, 1987. *Material Culture and Mass Consumption*, Oxford: Basil Blackwell
- Piliang Yasraf Amir, 1998. *Sebuah Dunia Yang Dilipat, Gaya Hidup Konsumerisme*. Bandung: MIZAN Press
- Piliang Yasraf Amir, 2011. *Dunia Yang Dilipat. Tamasya Melampau Batas-Batas Kebudayaan, Bandung*: Matahari Press.
- Piliang Yasraf Amir & Jaelani Jejen, 2018. *Teori Budaya Kontemporer: Penjelajahan Tanda & Makna*. Yogyakarta : Aurora Press
- Mardimin Johannes, 1994. *Jangan Tangisi Tradisi*. Yogyakarta: Kanisius Press.
- Sumalyo Yulianto. 1997 *Arsitektur Modern Akhir Abad XIX dan Abad XX*. Yogyakarta: Gadjah Mada University Press