

ABSTRAK

Berdasarkan riset yang dilakukan oleh Head of Content Digital Media Liverpool Paul Rogers. Menurut Rogers semenjak Januari tahun ini (2014), penggemar Liverpool yang berasal di Indonesia merupakan yang terbanyak di dunia. Dengan banyaknya penggemar Liverpool di Indonesia, maka tingkat konsumsi *official merchandise* Liverpool semakin meningkat. Namun sampai dengan saat ini di Indonesia belum terdapat *Official Store* resmi Liverpool, sehingga hal ini menyulitkan para penggemar Liverpool di Tanah Air untuk mengoleksi *officialmerchandise* Liverpool FC.

Perancangan *Liverpool Merchandise Center* diharapkan menjadi salah satu destinasi utama dimana penggemar Liverpool FC mendapatkan *officialmerchandise* Liverpool FC dan memfasilitasikomunitas penggemar Liverpool FC untuk dapat bertukar informasi mengenai Liverpool FC.

Konsep perancangan diambil dari strategi atau pola permainan yang biasa digunakan oleh Liverpool FC yaitu *kick n' rush*. Aplikasi dari konsep *kick n' rush* diaplikasikan secara menyeluruh dalam layout, pemilihan material, warna dan bentuk untuk memberikan kesan dinamis, cepat dan terarah.

Keyword: Penggemar, Liverpool FC, *Merchandise*, *kick n' rush*, Bandung

ABSTRACT

Based on research conducted by the Head of Digital Media Content Liverpool Paul Rogers. According to Rogers since January 2014, fans Liverpool originating in Indonesia is the highest in the world. With so many Liverpool fans in Indonesia, the official merchandise Liverpool consumption rate is increasing. But until today in Indonesia, there's no Liverpool Official Store, so it difficult for Liverpool fans in Indonesia to get the official merchandise of Liverpool FC.

The designing of Liverpool Merchandise Center are expected to be one of the major destinations where fans can get official merchandise of Liverpool FC and facilitating fan community to be able to exchange information about Liverpool FC.

The concept of the design was taken from a strategy or game movement commonly used by Liverpool FC namely kick n 'rush. Application of the concept kick n 'rush is applied thoroughly in the layout, selection of materials, colors and shapes to give the impression of dynamic, fast and focused.

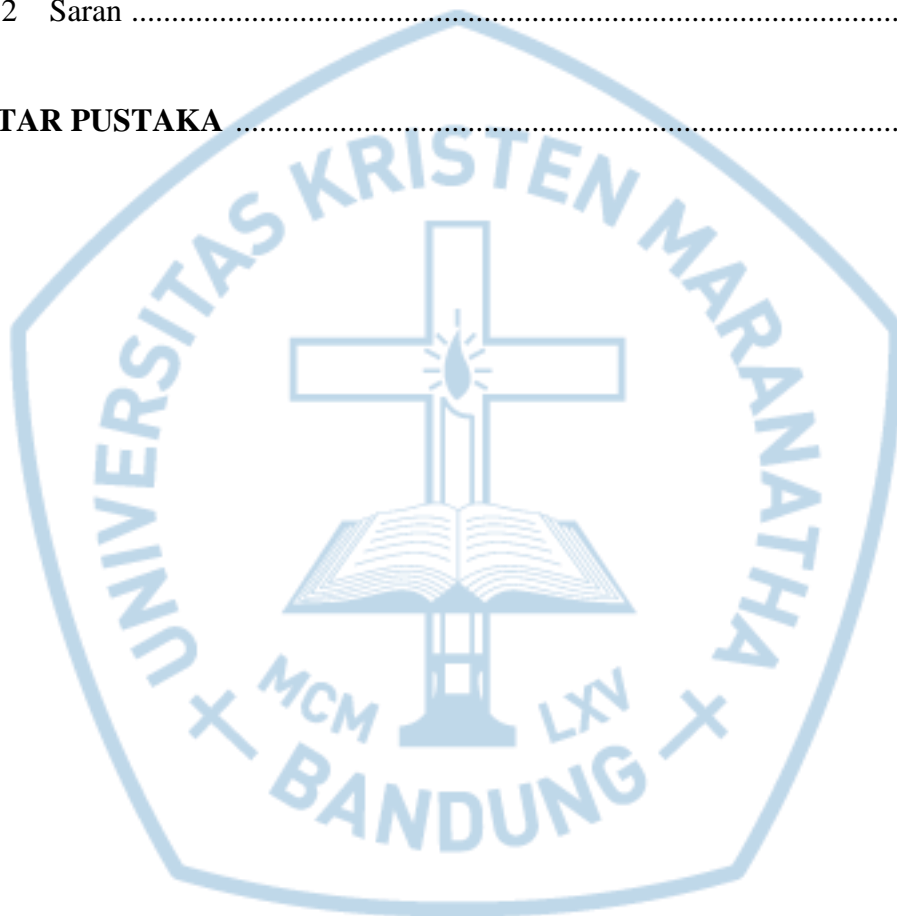
Keyword : *Fans, Liverpool FC, Merchandise, kick n 'rush, Bandung*

DAFTAR ISI

| | |
|--|-----|
| HALAMAN JUDUL | i |
| ABSTRAK | ii |
| ABSTRACT | iii |
| DAFTAR ISI | iv |
| DAFTAR GAMBAR | vii |
| DAFTAR TABEL | x |
| | |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Ide / Gagasan | 2 |
| 1.3 Rumusan Masalah | 2 |
| 1.4 Tujuan Perancangan | 3 |
| 1.5 Manfaat Perancangan | 3 |
| 1.6 Ruang Lingkup Perancangan | 3 |
| 1.7 Sistematika Penulisan | 5 |
| | |
| BAB II LANDASAN TEORI | 6 |
| 2.1 Sejarah <i>Liverpool FC</i> | 6 |
| 2.2 Definisi <i>Retail</i> | 9 |
| 2.2.1 Fungsi dan Karakteristik <i>Retail</i> | 9 |
| 2.2.2 Ergonomi <i>Retail</i> | 10 |
| 2.3 Riset Terhadap Desain | 14 |
| 2.4 Definisi <i>Display</i> | 15 |
| 2.4.1 Jenis-jenis <i>Display</i> | 15 |
| 2.4.2 Syarat-Syarat Penataan Produk (<i>Display</i>) | 19 |
| 2.5 Tata Letak dan Arus Pengunjung (<i>Store Layout and Traffic Flow</i>) | 20 |
| 2.6 <i>Café and Lounge</i> | 25 |
| 2.7 Daftar Barang dan <i>Merchandise</i> Pada <i>Liverpool Merchandise Center</i> | 28 |

| | | |
|----------------|--|-----------|
| 2.8 | Pencahayaan..... | 29 |
| | | |
| BAB III | DESKRIPSI OBJEK STUDI | 36 |
| 3.1 | DSE Bandung..... | 37 |
| 3.2 | Analisis Lokasi..... | 37 |
| 3.3 | Analisis Site..... | 40 |
| 3.4 | <i>Programming</i> | 41 |
| 3.4.1 | <i>User Activity</i> | 41 |
| 3.4.2 | Analisis Fungsional..... | 41 |
| 3.4.3 | <i>Bubble Diagram</i> | 42 |
| 3.4.4 | <i>Zoning dan Blocking</i> | 42 |
| 3.5 | Studi Banding..... | 43 |
| 3.5.1 | Liverpool ONE Superstore, UK..... | 43 |
| 3.5.2 | Ajax Experience, Amsterdam. | 45 |
| 3.5.3 | Real Madrid Official Store, Madrid, <i>Spain</i> | 49 |
| 3.6 | Ide Implementasi Konsep Pada Objek Studi..... | 51 |
| | | |
| BAB IV | PERANCANGAN LIVERPOOL MERCHANDISE CENTER..... | 54 |
| 4.1 | Konsep Perancangan | 54 |
| 4.2 | Penjabaran Konsep..... | 55 |
| 4.2.1 | Konsep Bentuk..... | 55 |
| 4.2.2 | Konsep Warna..... | 56 |
| 4.2.3 | Konsep Material..... | 58 |
| 4.2.4 | Konsep Tekstur | 58 |
| 4.2.5 | Konsep Pola/Motif | 58 |
| 4.2.6 | Konsep Pencahayaan..... | 58 |
| 4.2.7 | Konsep Penghawaan | 59 |
| 4.2.8 | Konsep Skala/Proporsi | 59 |
| 4.2.9 | Konsep Furniture..... | 60 |
| 4.3 | Perancangan <i>General</i> | 60 |

| | | |
|---------------------------------------|-------------------------------|----|
| 4.4 | Perancangan Denah Khusus..... | 62 |
| 4.4.1 | <i>History Hall</i> | 62 |
| 4.4.2 | <i>Store Area</i> | 63 |
| 4.4.3 | <i>Bar and Lounge</i> | 65 |
| BAB V SIMPULAN DAN SARAN | | 67 |
| 5.1 | Kesimpulan | 67 |
| 5.2 | Saran | 68 |
| DAFTAR PUSTAKA | | 69 |



DAFTAR GAMBAR

| | | |
|--------------------|--|----|
| Gambar 2.1 | Ilustrasi Jarak Pandang..... | 11 |
| Gambar 2.2 | <i>PenglihatanManusia</i> | 11 |
| Gambar 2.3 | Contoh <i>Display Horizontal</i> | 12 |
| Gambar 2.4 | Contoh <i>Display Vertikal</i> | 12 |
| Gambar 2.5 | Jangkauan Manusia terhadap Konter | 13 |
| Gambar 2.6 | Hubungan <i>Retail</i> denganDesain Interior | 14 |
| Gambar 2.7 | <i>Window Display</i> | 15 |
| Gambar 2.8 | <i>Open Display</i> | 16 |
| Gambar 2.9 | <i>Closed Display</i> | 17 |
| Gambar 2.10 | <i>Wall Display</i> | 17 |
| Gambar 2.11 | <i>Floor Display</i> | 18 |
| Gambar 2.12 | <i>Merchandise Mix Display</i> | 19 |
| Gambar 2.13 | <i>Grid Pattern Layout</i> | 21 |
| Gambar 2.14 | <i>Free Flow Pattern Layout</i> | 22 |
| Gambar 2.15 | StudiErgonomiPada <i>Cafe</i> | 27 |
| Gambar 2.17 | Jarak Pandang Orang Dewasa..... | 28 |
| Gambar 2.18 | Lubang cahaya efektif pada bukaan | 30 |
| Gambar 2.19 | Posisi Lampu Pada bidang Kerja | 30 |
| Gambar 2.20 | <i>Pendant – lighting diagram</i> | 32 |
| Gambar 3.1 | Letak Bangunan Liverpool Merchandise Center | 37 |
| Gambar 3.2 | Tampak Depan Bangunan DSE Factory Outlet Jl. Ir. H.Juanda | 38 |
| Gambar 3.3 | Denah Lantai Dasar dan Lantai 1 Bangunan Perancangan | 39 |
| Gambar 3.4 | Gambar Denah Lantai 2 dan Lantai 3 Bangunan Perancangan | 40 |
| Gambar 3.5 | Flow Activity | 41 |
| Gambar 3.6 | <i>Bubble Diagram</i> | 42 |
| Gambar 3.7 | <i>Zonning Blocking</i> | 42 |
| Gambar 3.8 | <i>Façade Liverpool ONE Superstore</i> | 43 |

| | | |
|--------------------|---|----|
| Gambar 3.9 | <i>Area Information Center Liverpool ONE Superstore</i> | 44 |
| Gambar 3.10 | <i>Area Display Liverpool ONE Superstore</i> | 45 |
| Gambar 3.11 | <i>Area Display Liverpool ONE Superstore</i> | 45 |
| Gambar 3.12 | <i>Area Display Liverpool ONE Superstore</i> | 45 |
| Gambar 3.13 | <i>The Ajax Experience ‘History Hall’</i> | 46 |
| Gambar 3.14 | <i>The Ajax Experience Retail Area</i> | 46 |
| Gambar 3.15 | <i>The Ajax Experience ‘Exhibition’</i> | 47 |
| Gambar 3.16 | <i>The Ajax Experience ‘Information center’</i> | 47 |
| Gambar 3.17 | <i>The Ajax Experience ‘Walking Hall&Locker room’</i> | 48 |
| Gambar 3.18 | <i>Gambar Area Kasir Real Madrid Official Store, Central Spain.</i> | 49 |
| Gambar 3.19 | <i>Gambar Area Tunggu Pengunjung Real Madrid Official Store</i> | 49 |
| Gambar 3.20 | <i>Gambar Area Pemajangan Suvenir</i> | 50 |
| Gambar 3.21 | <i>Layout Real Madrid Official Store</i> | 50 |
| Gambar 3.22 | <i>Area Display Official Jersey Real Madrid</i> | 51 |
| Gambar 3.23 | <i>Study Image Information Center Area</i> | 51 |
| Gambar 3.24 | <i>Study Image Mini Exhibition</i> | 52 |
| Gambar 3.25 | <i>Study Image History hall</i> | 52 |
| Gambar 3.26 | <i>Study Image Café and Lounge</i> | 53 |
| Gambar 3.27 | <i>Study Image Area Retail</i> | 53 |
| Gambar 4.1 | <i>Bentuk Geometris</i> | 55 |
| Gambar 4.2 | <i>Bentuk Geometris 2</i> | 55 |
| Gambar 4.3 | <i>Study ImageKonsep Warna</i> | 56 |
| Gambar 4.4 | <i>Study ImageKonsep Warna</i> | 57 |
| Gambar 4.5 | <i>Study Image Konsep Warna</i> | 57 |
| Gambar 4.6 | <i>Material</i> | 58 |
| Gambar 4.7 | <i>Jenis Lampu</i> | 59 |
| Gambar 4.8 | <i>AC Central</i> | 59 |
| Gambar 4.9 | <i>Furniture</i> | 60 |
| Gambar 4.10 | <i>General Plan Lantai Dasar</i> | 61 |

| | | |
|--------------------|---------------------------------------|----|
| Gambar 4.11 | <i>General Plan Lantai Satu</i> | 62 |
| Gambar 4.12 | <i>History Hall</i> | 63 |
| Gambar 4.13 | <i>Store Area</i> | 64 |
| Gambar 4.14 | <i>Bar and Lounge Area</i> | 65 |



DAFTAR TABEL

| | | |
|-----------------|--|----|
| Tabel2.1 | Klasifikasi Produk yang Akan Dijual..... | 28 |
| Tabel2.2 | TabelKeterangan Dimensi dan Jumlah Barang yang Akan Dijual..... | 29 |
| Tabel3.1 | Tabel Analisa Tapak..... | 38 |

