



## Lighting Study on The Interior of Sociolla Paskal 23, Bandung

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### ABSTRACT

*Space is the main element in the interior and lighting is one of the important factors in space design. Lighting is also a role of lighting is no longer just to provide lighting but also to highlight the aesthetics and atmosphere of the room, it can even affect the image of the interior and the experience of the individual who is in it. Many types of lighting can be applied to an interior room and it depends on what kind of atmosphere you want to display. This study aims to determine the comfort of visitors based on their experience in retail interiors at Sociolla Paskal 23 Bandung. This qualitative and quantitative research was carried out by conducting surveys, interviews, and distributing questionnaires, and using a spatial experience theory approach. The result of this study is related to the lighting comfortness in Sociolla that caused visual comfort for visitors. That statement leads to the contribution of this research is to provide knowledge about the importance of lighting as a form of space and about retail interior artificial lighting that can affect one's experience.*

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## 1. Introduction

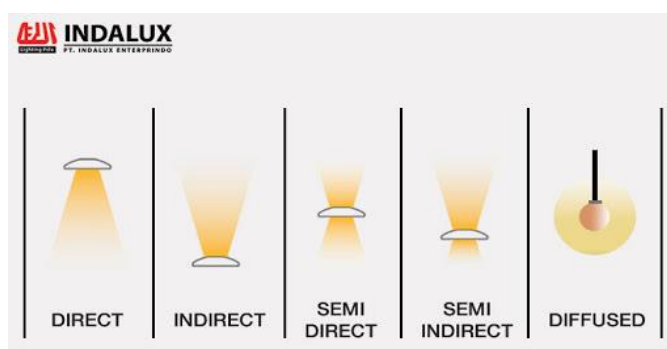
Urban communities are now spoiled by the presence of various shopping centers. The retail industry in Indonesia is currently growing with the construction of new outlets in various places. This has prompted owners of commercial areas to think of a way to attract visitors to come to the retail. Many ways can be done by shop owners, one of which is with a lighting system. Herwin Gunawan from Alta Integra explained the importance of lighting through a Public Lecture at Pelita Harapan University in February 2021 saying that lighting is one of the important aspects of interiors, especially retail. It provides various benefits, not only serves as interior lighting but can also influence visitor interest and shape the character of a store. More specifically, lighting can also provide a user experience of space in it. The experience of space is obtained from the interaction of individuals with lighting variables and creating their own "space". This statement is supported by research conducted by Sriti Mayang Sari (2005) that the experience of space can be experienced by humans where humans limit open space and thus create scope. The experience of space is derived from visual boundaries. That statement is in line with Natsir in 2021, that one of the factors to get a safe and comfortable environment is closely related to human productivity. In this case study, visual boundaries are presented through lighting at make-up retail Sociolla, Bandung

In the increasingly fierce retail competition, the overall atmosphere of retail is formed through a series of processes that are lived by visitors, especially through visual sensory stimulation (Priharto, 2020 & Gunawan, 2021). Visual sensory is able to approach through the light, and within the space, light is no

longer just providing lighting but also highlighting the aesthetics and atmosphere of the room. It can even affect the image of the interior (Hadianto, et al., 2013). Light helps visitors to see the desired object, with bright light, people can distinguish various colors, distinguish facial beauty, enjoy panoramic beauty, witness interesting attractions, and so on. Thus, light always presents a unique atmosphere that can arouse one's feelings, emotions, and comfort (Rees, 1999).

Sociolla Paskal 23 Bandung is a cosmetics retailer with an omnichannel concept. The Sociolla store has an interactive display that is directly related to sociolla.com and the SOCO platform so that visitors can get the right products with a seamless shopping experience (Nur, 2020). The purpose of this study was to determine the comfort of visitors based on the lighting in the retail interior of Sociolla Paskal23 Bandung.

As an introduction, the lighting techniques not only produce a light effect but also create the atmosphere and quality of a space and experience (Carina, 2009 & Martin, 2010). This statement is Akmal's opinion from a book entitled *Lighting* published in 2006, that several standard techniques can affect a space, including direct lighting, semi-direct lighting, general diffused lighting, semi-indirect lighting system, and indirect lighting system (Akmal, 2006), and the spotlights or direct lighting are more widely used in shops because they can attract the attention of certain objects (figure 1).



**Figure 1.** Standard of room lighting  
(Source: <http://indalux.co.id/standar-pencahayaan-ruang/>)

The level of lighting has an effect on achieving the ideal level of comfort. This is one of the consequences of the level of comfort since lighting influences the hue of some lights. The higher the level of brightness, the cooler the atmosphere. On the other side, if the lighting is low, the environment will be warmer. As a result, the role of lighting becomes vital in determining one's comfort when visiting the business discussed in this article, particularly beauty retailer Sociolla Paskal23 Bandung. "Lighting will life the surroundings" - according to a Japanese lighting designer named Ishii who is undertaking research in 2020, it (life) is about giving comfort. According to this justification, the goal of this study is to evaluate visitors' comfort levels in light of their interactions with Sociolla Paskal 23 Bandung's store interiors. As a result, there are a number of study questions, including how Sociolla Pascal 23's lighting influences the visitor experience. And what type of lighting makes visitors feel comfortable?

## 2. Method

The research method used is qualitative and quantitative methods to be able to answer the objectives and research questions. Qualitative research is used to find out in depth the object of research by conducting surveys and interviews. Direct observations and interviews were carried out on April 10,

2022. While qualitative research was used to determine the percentage of the number of visitors who “experienced space” at Sociolla Paskal 23, by distributing questionnaires on April 11, 2022, and responded by 8 visitors to Sociolla. In addition, light measurements are also carried out using a lux meter. The research steps above are a description of qualitative and quantitative research Saryono (2010) that qualitative research is research that is used to investigate, find, describe, and explain the quality or characteristics of the social environment that cannot be explained, measured or described through a quantitative approach which provides data in the form of numbers. This research is also supported by the spatial experience theory approach. According to Juhani Pallasmaa (2007), the experience of space can be obtained if humans involve their senses in space and pay attention to the various elements in it. In this case, it involves the sense of sight or the eye (visual) in seeing light to help see objects around it. This visual information will shape one's perception of space.

### 3. Results and Discussion

According to Moore (1991), one of the factors of artificial lighting that can change the atmosphere of a room and can have a direct impact on the users of the space is the color of the light. Referring to Nurrahmawati's research (2020) it is known that there are five types of light, namely warm colors – 2700K which provides a friendly, personal, and exclusive atmosphere; soft colors – 3500K which is light that gives a calm ambiance; cool colors – 4000K which can provide a fresh, neat, clean and efficient atmosphere. Usually, this light color is used in commercial areas. Bright colors – 5000K is a light that gives a sense of alertness, often used in hospitals, museums, and sports stadiums. Daylight – 6000K which creates a space atmosphere like being illuminated by sunlight. Based on the previous description and the results of lighting measurements at Sociolla Paskal23 Bandung using the Luxmeter, it shows that the lighting is included in cool white and daylight colors which are by fine or detailed work. Details are needed when doing make-up activities (table 1).

**Table 1.** Lux Meter Comparison – Case Study & SNI (Indonesian National Standart)

Retail Area	Lux meter Result	SNI Standart
Display Area	785 lx Cool Colors	500 lx

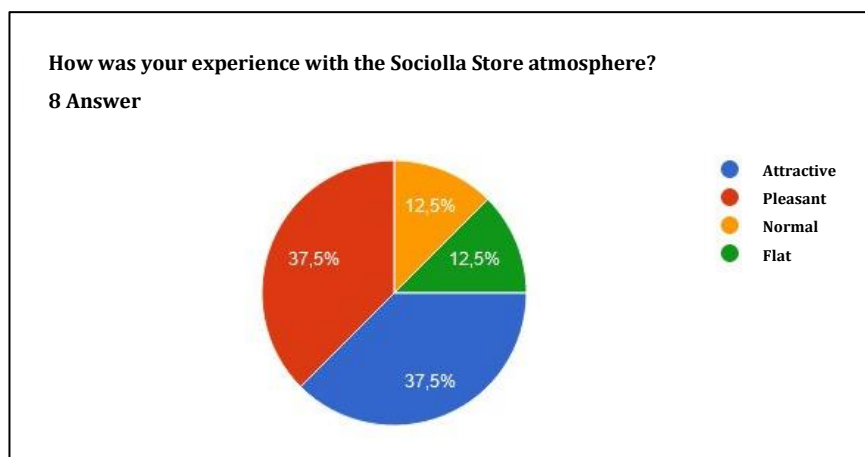


Retail Area	Lux meter Result	SNI Standart
Tester Area (Make Up)	2323 lx Day Light Colors	500 lx
		
Skin Care Area	954 lx Cool Colors	500 lx
		

The results of measurements in the field using a Luxmeter which were compared with the Indonesian National Standard (SNI), it is known that the lighting at Sociolla Paskal 23 is not in accordance with SNI, but according to the needs of visitors. With the aim of deepening the discussion, interviews were also conducted with visitors who generally feel comfortable in the Sociolla Paskal 23 room. They can stay for a long time to stand and even look at the existing products and try various make-up. In addition, visitors generally return to Sociolla Paskal 23, not because their skincare or make-up needs have run out, but because the atmosphere has brought them back. This statement is in line with Rudy Kurniawan's

(2022) statement that cool white lighting is able to provide an atmosphere that makes visitors or people in it enjoy interesting details around the space and objects on display (Kurniawan et. al, 2022: 9).

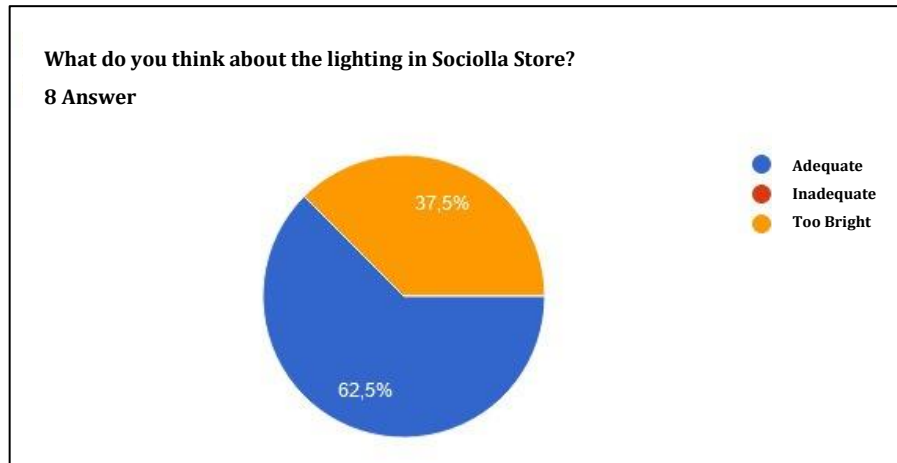
The experience of space based on lighting is also obtained through the results of the questionnaire that has been distributed and the percentage is known through figures 2 and 3. Figure 1 it is shown that 37.5% of visitors stated that the atmosphere at Sociolla Paskal 23 Bandung was pleasant because both the lighting and the interior of the Sociolla store were made with shades of pink. Then, the placement of the product is made according to the position of the visitor's eye which is easy to see so that they can directly buy the product. Then 37.5% of visitors stated that the atmosphere at Sociolla was interesting because the lighting was bright enough so that various kinds of cosmetics and skincare could be seen clearly according to the needs of visitors. In addition to its attractive placement, it makes visitors feel at home in it. If we add up, more than 60% of visitors have a positive experience in the Sociolla Paskal 23, the visitors enjoy the Sociolla area because it is not only bright and the colors of the products, especially make-up, are visible, the fragrance of the products also seems to come out, so the attraction to buy products is higher. However, there are 25% of visitors say that the atmosphere of Sociolla Paskal 23 Bandung is normal because the retail interior is too monotonous. Even though to “experience” a spatial setting as a whole, it does not only depend on the sense of sight, but also other senses such as touch, hearing, smell, and taste. It is difficult to deny that the potential for light has such a large influence in shaping one's impression of a space and its atmosphere (Honggowidjaja, 2013).



**Figure. 2** The Survey Result of Spatial Experience in Sociolla Paskal23, Bandung  
(Sources: Authors Documentation, 2022)

According to figure 3, 62.5% of visitors to Sociolla Paskal23 Bandung thought the lighting was quite bright. Visitors are attracted in by lighting because it allows them to see the merchandise. However, due to the numerous lights on the ceiling and display racks, which made the eyes a little dazzling but allowed for a clear view of the colors of various make-up goods, 37.5% of visitors reported that the lighting at Sociolla Paskal23 Bandung was very clearly visible (very bright). Although some argue that the lamp produces a very bright light, in the end, visitors receive the light because the eye can feel or receive a comfortable level of lighting according to the accommodation power of the eye, it is the best or acceptable condition (Moore, 1991). The statement that goes along with good lighting is lighting that allows one to see objects that are done clearly, and quickly without unnecessary effort. Adequate lighting gives the impression of a better view and refreshing environmental conditions (Soeripto, 2008).





**Figure 3.** The Survey Result of Lighting in Sociolla Paskal23, Bandung  
(Sources: Authors Documentation, 2022)

Based on the questions posed to visitors to Sociolla Paskal23, various reasons why they chose these answers were also obtained based on their experience in the room. This fact provides another perspective on lighting at Sociolla Paskal23 which of course has a unique value. Visitor A said that the lighting at Sociolla made the products on display interesting because the lights were directly pointed at the products. Visitor B gave a similar reason – “The light is quite bright when viewed from the outside, so it attracts people to enter Sociolla, the light becomes an attraction, the colors of the product packaging become more attractive”. The more power used, the brighter the lamp will be. Different space functions will require different levels of illumination (Chandra et al., 2013). From that point of view, the effect of the lights used will affect where we see them, and where the lights are placed. The functions and benefits will be felt and seen according to the area. In addition, there is also an opinion that the function of the lamp as an attraction is also supported by the placement of the right product so that there is no shadow of the product from the light that covers other products. So that all products are visible. However, from the results of the questionnaires distributed randomly, it can be seen that the lighting at Sociolla Paskal23 is sufficient to provide a good space experience for visitors. However, there are also some places where the lighting is uneven, which makes the atmosphere of the area tend to be dimmer (figure 4).



**Figure 4.** Inadequate Lighting - Wall Display in Sociolla Paskal23, Bandung  
(Sources: Authors Documentation, 2022)

Sociolla also uses LED (Light Emitting Diode) lights as an attraction, mainly used for island displays, so that apart from getting general lighting, the product also gets lighting from the display table. This situation makes it easier for visitors to see in detail these products and indirectly provides a pleasant space experience. This statement is in accordance with visitor C's experience that he can look at products longer in places that use LED lights. This light known as saving energy lighting, the lighting is not merely reducing the intensity of lighting, but also reduces the amount of energy consumption without compromising the quality of light services for the human eye.



**Figure 5.** the use of LED lights on the island display in Sociolla Paskal23, Bandung  
(Sources: Authors Documentation, 2022)

The description above regarding the use of lights in certain spots in a space, in this case, the retail area is certainly interrelated, besides that the surrounding material also supports it. "cooperation" of all components in the room will help with good lighting.

#### 4. Conclusions

The results of the study concluded that the lighting in Sociolla was not fully bright even though some places there were quite bright. However, be able to bring a sense of comfort. Specifically, it can be said that the artificial lighting at Sociolla Paskal23 Bandung has met the needs of visitors.

Based on the results of interviews and questionnaires, it can also be concluded that the comfort of lighting for visitors to Sociolla Paskal23 Bandung includes acceptable visual comfort. Acceptable visual comfort means that the eye can feel or receive a level of comfort because the contrast is by the eye's accommodation power. This is what makes the experience of space at Sociolla Paskal23 give a distinct impression, stored in memory so that it brings back to that place.

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