

## ANALYSIS OF DOOR PLACEMENT AT BUSINESS AREA IN SEMARANG CHINATOWN (*ANALISIS PENEMPATAN PINTU PADA KAWASAN BISNIS DI PECINAN SEMARANG*)

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### Abstract

A design speaks not just through visuals, but instead, a design speaks through anything around us. One of the things that had existed since a long time ago is culture. Culture plays a significant role where it is unique on its own place giving impact to the environment. In this case Semarang Chinatown is a place where the Chinese Culture shows genuinely. It is intriguing that door placement of business building have a same placement in Semarang Chinatown. This research is a qualitative study obtained from related data from direct observations and literature. The data obtained will be used to prove what kind of Chinese Culture that influences door placement of business building in Semarang Chinatown.

**Keywords:** culture, door placement, Semarang Chinatown.

### Abstrak

*Sebuah desain tidak hanya berbicara melalui visual tetapi sebuah desain berbicara melalui apapun disekitar kita. Salah satu hal yang sudah ada sejak dahulu kala adalah budaya. Budaya memiliki peran penting dimana budaya itu unik pada tempatnya sendiri. Dalam kasus ini Pecinan Semarang adalah tempat dimana budaya Cina sangat terlihat. Namun ada hal yang menarik dalam peletakan pintu pada gedung bisnis yang memiliki kesamaan di Pecinan Semarang. Penelitian ini adalah penelitian kualitatif yang didapat dari data terkait dengan observasi dan literatur. Data-data yang didapat kemudian digunakan sebagai bukti budaya Cina apa apa yang mempengaruhi peletakan pintu pada gedung bisnis di Pecinan Semarang.*

**Kata kunci:** budaya, peletakan pintu, Pecinan Semarang.

## INTRODUCTION

### Background

A design speaks not just through visuals, but instead, a design speaks

through anything around us. One of the things that had existed since a long time ago is culture. "It is perceived that currently, design and culture play a significant role in everyone's thought processes. Economics, politics and

technology are seen as the main factors which determine the dominant cultural patterns in modern society. It is taken to mean that these forces will constitute part of culture in modern society. Design is also formed and sustained by these forces. It is fair to say that, design and culture are interaction and interdependence. (Sparke, 2007)".<sup>4</sup>

By then culture generally has a huge diversity around the globe. Differentiating from one place to another making each culture unique on its own. Culture consist of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievement of human group, including their embodiment in artefacts; the essential core of culture of traditional ideal and especially their attached values; culture system may, on the one hand, be considered as products of action, on the other, as conditional elements of failure action." (Kroeber & Kluckhohn 1952: 181).<sup>5</sup>



Figure 01.2: Waoreng Kopi Alam Gang. Warung No. 45, Kranggan, Semarang. (Source: Individual Documentation)

Taking from the idea above, culture gives an impact on one environment which appears from habit. In this research, the writer wants to analyze the influence of culture to a certain object which took place in Semarang Chinatown specializing in the placement of the doors of a business place or building. After an observation it is proven that most of the door placement in Semarang Chinatown has the same shape and size on every building. It is intriguing making it important to analyze the connection between cultures and the door placement.



Figure 01.1: Tjiang Residence Gang. Pinggir No.24, Kranggan, Semarang. (Source: Individual Documentation 2019)

## METHOD

The method used in this research is qualitative method which is a method to gather non-numerical data related to the case in a form of definitions, concepts, and description of a certain subject. It is explained in a descriptive way to make it easier to be

<sup>4</sup> Essays, UK. (2013). *Culture In Modern Society Cultural Studies Essay*. Accessed 5 October 2019 from <https://www.uniassignment.com/essay-samples/cultural-studies/culture-in-modern-society-cultural-studies-essay.php?vref=1>

<sup>5</sup> Essays, UK. (2013). *Culture In Modern Society Cultural Studies Essay*. Accessed 5 October 2019

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understandable. The kinds of data are listed below:

1. Journals
2. Research
3. Papers
4. News
5. Magazine

The method to gather the data related to the case study will be in a form of direct observation in the field and an interview. The direct observation will help the writer to examine the object closely to determine the research in detail and carefully. As for the interview, it helps the writer to analyse what the people says about the façade of a building in their era.

The observation took place in Semarang Chinatown, where the writer walk down the streets to get a closer look of the façade's building and documented the whole process in a form of photographs.

An interview was conducted to a caretaker of Semarang Old Town which turns out to be the caretaker of Semarang Chinatown too. His name is Arry Awan whom helps the government in giving a tour guide of Semarang Chinatown to the local tourist or foreign tourist. The interview aim is to obtain an in-depth data related to the culture of Semarang Chinatown.

## THEORETICAL BASIS

### Habit

A behaviour pattern acquired by frequent repetition or physiologic

exposure that shows itself in regularity or increased facility of performance.<sup>6</sup>

### Cultural Habit

Accepted behaviours within a group of people, sharing some common backgrounds, such as language, family heritage, education, living, and socializing environment. (Khosrowpour 2009: 185)<sup>7</sup>

### Culture

"It is perceived that currently, design and culture play a significant role in everyone's thought processes. Economics, politics and technology are seen as the main factors which determine the dominant cultural patterns in modern society. It is taken to mean that these forces will constitute part of culture in modern society. Design is also formed and sustained by these forces. It is fair to say that, design and culture are interaction and interdependence. (Sparke, 2007)<sup>8</sup>

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<sup>6</sup> Habit. (2019). *Definition of Habit*. MerriamWebsterOnlineDictionary.com. Accessed 20 December 2019 from <https://www.merriam-webster.com/dictionary/habits>

<sup>7</sup> Khosrowpour, Mehdi. (2009). *Encyclopedia of Information Science and Technology*. Accessed 18 November 2019 from <https://books.google.co.id/books?id=3Z6NC01PsLcC>

<https://www.merriam-webster.com/dictionary/habits>&printsec=frontcover&source=gbs\_ge\_summary\_r&cad=0#v=onepage&q&f=false

<sup>8</sup> Essays, UK. (2013). *Culture In Modern Society Cultural Studies Essay*. Accessed 5 October 2019 from <https://www.uniassignment.com/essay-samples/cultural-studies/culture-in-modern-society-cultural-studies-essay.php?vref=1>

## Chinese Culture

### *Chinese-Style Business Practices*

Chinese are known as risk takers. Their thinking sometimes goes that opportunities are rare and they must be pursued aggressively when they occur. Whole families will sometimes invest great sums of money on the chances of one member to get ahead. And, there is often an emphasis on getting rich while you can. Chinese businesses have been criticized for going after quick profits rather than looking out of the long term interest of their companies. Those that have become hugely successful have often done so by controlling supply chains in their business.

### *Family Style Chinese Businesses*

Chinese-owned companies are often family run and have family members, other relatives or family friends in all the management positions. One Chinese businessman told the Washington Post, "We mostly hire people because his family knows them, or because they're introduced by a family member. That way you can find someone you can trust. Chinese find it not so easy to trust other people."

Many Chinese companies are run by old patriarchs backed up by Western-educated sons and daughters. Modest Chinese businesses like noodle restaurants and small shops are run by husband and wife teams, with children providing labour. Women often play an important role in organizing the finances.<sup>9</sup>

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<sup>9</sup> Hays, Jeffrey. (2008). *Chinese in Indonesia*. Factsanddetails.com. Accessed from 3 October 2019 from [http://factsanddetails.com/indonesia/Minorities\\_and\\_Regions/sub6\\_3a/entry-3993.html](http://factsanddetails.com/indonesia/Minorities_and_Regions/sub6_3a/entry-3993.html)

<sup>10</sup> Semarang Chinatown. (2017). Chinatown. Lonelyplanet.com. Accessed 5 October 2019 from

## Semarang Chinatown

Semarang is a place where most of the Chinese ethnics lives and run their business making an environment that attracts people around with their culture, cuisine, buildings and atmosphere.

### **History of Semarang Chinatown**

The history of Semarang Chinatown was started in 1740. Semarang was a seaport visited by various ethnicities, groups, and nations. Chinese was one of them, who later on resided in Semarang.

Due to the rebellion of the Chinese ethnics in Batavia (Jakarta), in 1740 the Dutch Colonial Government ordered the Chinese society to be localized in a certain region which nowadays is known as the Chinatown of Semarang. The purpose of the Dutch colonial government is to ease the supervision.<sup>10</sup>

### **Façade of a Building**

The exterior of a building which is the architectural front, sometimes distinguished from the other faces by elaboration of architectural or ornamental details.<sup>11</sup>

<https://www.lonelyplanet.com/indonesia/semarang/attractions/chinatown/a/poi-sig/1058749/1002223>

<sup>11</sup> *Designing Buildings*. (2019). [www.designingbuildings.co.uk](http://www.designingbuildings.co.uk). Accessed 5 October 2019 from <https://www.designingbuildings.co.uk/wiki/>

## Elements of a building's façade:

### Roof



Figure 02.1: Roof in Semarang Chinatown  
(Source: Individual Documentation 2019)

A roof is a structure forming the upper covering of a building or other shelter. Its primary purpose is generally to provide protection from the elements, but it may also contribute to safety, security, privacy, insulation, and so on.

Roofs may have openings or windows within them to allow light into the buildings, as well as providing, access, ventilation, views, and so on. They also frequently include other features such as chimneys, communications infrastructure, building services, drainage, lighting, access routes, and so on.

Roofs can be constructed from a wide variety of materials and in a wide variety of shapes depending on the requirements they have to satisfy, the local climate, the availability of materials and skills, the span to be covered, and so on.

### Wall



Figure 02.2: Wall in Semarang Chinatown  
(Source: Individual Documentation 2019)

Approved document B, Fire Safety, Volume 1 Dwelling houses, suggests that for the purpose of the performance of wall linings, a wall includes:

- The surface of glazing (except glazing in doors).
- Any part of a ceiling which slopes at an angle of more than 70° to the horizontal.

But a wall does not include:

- Doors and door frames.
- Window frames and frames in which glazing is fitted.
- Architraves, cover moulds, picture rails, skirtings and similar narrow members.
- Fireplace surrounds, mantle shelves and fitted furniture.

### Windows

Windows are openings fitted with glass to admit light and allow people to see out. They are often open-able to allow ventilation.

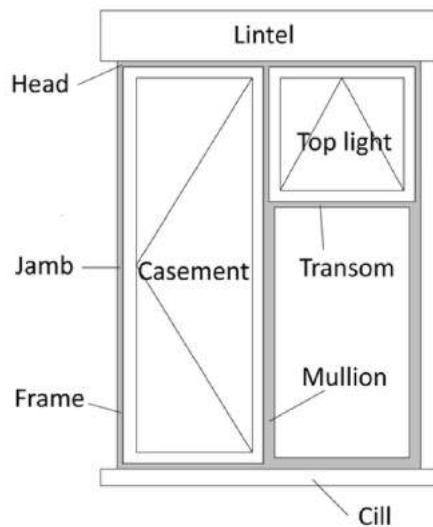


Figure 02.3: Window Diagram  
(Source: <https://www.designingbuildings.co.uk/wiki/Window>)

Windows are can include a number of different components:

- a. Light: The area between the outer parts of a window, usually filled with a glass pane.
- b. Frame: This holds the light in place and supports the window system.
- c. Lintel: A beam over the top of a window.
- d. Jamb: The vertical parts forming the sides of the frame.
- e. Sill : The bottom piece in a window frame, often projecting beyond the line of the wall.
- f. Mullion: A vertical element between two window units or lights.
- g. Transom: A horizontal element between two window units or lights.
- h. Head: The uppermost member of the frame.
- i. Sash: The frame holding the glazing.
- j. Casement: A window (or sash) attached to its frame by one or more hinges.

## Doors



Figure 02.4: Door in Semarang Chinatown  
(Source: Individual Documentation 2019)

Doors are open-able barriers at the entrance to buildings, rooms or other spaces such as cupboards that allow people, vehicles or goods to enter and leave. They most commonly swing on hinges and include furniture or ironmongery that allows them to open, close, stay closed and sometimes to lock.

### Door Placement

Feng shui is a centuries-old philosophy that originated in China. It's composed of two Chinese words: feng (wind) and shui (water), two of the most basic elements for human survival.

Chinese people believe good feng shui of a home has positive energy, and it will bring health, wealth and good luck to the owner.

- If the home's back stairs directly face the front door. That's because the ancient Chinese design philosophy says that all luck would flow out the front door.
- If the home's front and back doors are aligned with one another. The energy flow between the two doors could be too aggressive, which is a negative

sign in feng shui. It indicates losing fortune and health, theft and disharmony in the family.

- If the bed directly faces the door. The door is where wind enters the room. If the bed faces the door directly, the bed is facing the wind directly, which is harmful for people's health. And people sleeping on the bed would have difficulty accumulating energy when facing the wind entrance.
- If the stove in the kitchen is visible from the main door. The fire from the stove will block the inflow of wealth.
- If the bathroom door faces the main door. The bathroom is not clean, and it will pollute the energy that people face when entering the main door.
- If the home has a front door that faces a big tree. The big tree in front of the front door can block the inflow of positive energy.
- If the home has an arched front door. The shape of the arched door is similar to a tombstone. The owner of the house is often ill-fated.
- The front door or the gate of a condo building facing the east or south. East is the direction where the sun rises, which indicates a bright future. Sitting in the north and facing the south is traditionally a perfect direction in Feng Shui as this direction is easiest to get the essence of nature.
- It never face west, because it's like the dead people; the dead people are place facing west

place where it is close to the Dutch base in order to watch the Chinese folk's

He later mentioned that this area is a historical place, living up the Chinatown atmosphere. Many of the legendary food had been pass down from generations to generations. As wells as the buildings which floor was made from terracotta in the past.

Based on the observation held on 4 May 2019 in Semarang Chinatown, it is clear that most of the building had some elements of facades especially the doors. Taking a sample from a business place, a house and a temple.

What makes it different, is a business place only have one huge entrance while house have a small entrance and a front gate. Not to mention, all the temple around Semarang Chinatown have their entrance on the middle of the building's façade.



Figure 03.1: Tay Kak Sie Temple, Gang. Lombok, Kranggan, Semarang. (Source: Individual Documentation 2019)

## OBSERVATION RESULT AND ANALYSES

### Observation Result

After an interview about Semarang Chinatown with Arry the caretaker of the area, he to be mentioned that Semarang Chinatown was not supposed to be in this area as it is now. A riot was up and the Dutch moved the Chinese folks to another

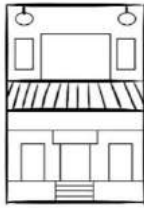
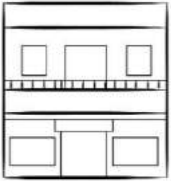
Building Illustration		
Location	<p>Figure 04.1</p> <p>Tjiang Residence Gg. Pinggir No.24, Kranggan, Semarang City</p>	<p>Figure 04.2</p> <p>Makuta Jamu Café Gg. Pinggir No.38, Kranggan, Semarang City</p>



Figure 03.2: Makuta Jamu Café,  
Gang. Pinggir No.38, Kranggan, Semarang.  
(Source: Individual Documentation 2019)



Figure 03.3: House Documentation,  
Semarang Chinatown, Kranggan,  
Semarang.  
(Source: Individual Documentation 2019)

## Analyses

Based on the observation done in April 2018, Semarang Chinatown has a few types of buildings divided into three major: Business Buildings, Settlement, Shrines.

These buildings usually has two till three storeys which has its own use on every floor.

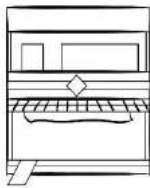
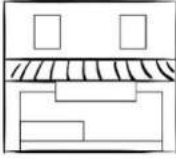
Business buildings in Semarang Chinatown mostly has a wide opening especially for business place that works with textiles or papers. While restaurants door were placed in the middle with two sided doors. Followed by a window on the right and left side of the restaurant's door.

On the upper floor, some buildings would have three windows with a similar shape aligned on the building. Some buildings would have a door in the middle with windows on the left and right.

The door placement on these area was influenced by the Chinese Culture and their cultural habit of using the Feng Shui to guide them in placing things inside and outside of the building.

According to the Chinese Culture in the family style business practices, people who runs the place tends to have buildings as their home and business place.



Building Illustration		
Locations	<p>Homestay Go Stay</p> <p>Jl. Gg. Gambiran No.66, Kranggan, Semarang City</p>	<p>Kopi Alam</p> <p>Jl. Gg. Warung No.45, Kranggan, Semarang City</p>

They tend to have a wide opening door for old restaurants and business place that sells big materials. It is mentioned that they believe if the first entrance has wide opening door, it will give more fortune for the building owners.

According to their function, the wide opening doors was used to easily move the materials inside and out of the building without worrying about the space. It is done so in order to minimalize the space taken by the materials.

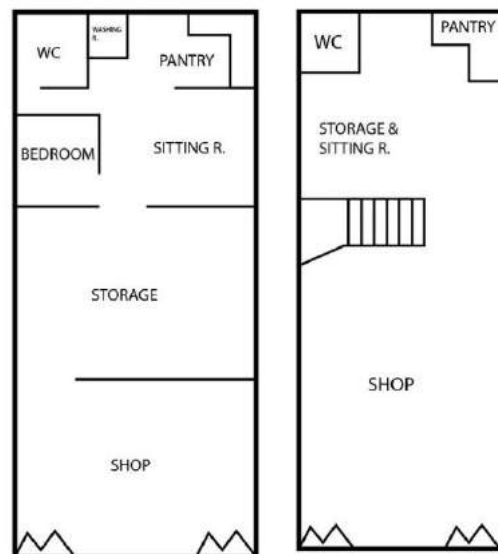


Figure 04.5: First floor of business building in Semarang Chinatown.

(Source: Momentum 2012, 22)

Figure 04.6: Second floor of business building in Semarang Chinatown.

(Source: Momentum 2012, 22)

Based on the research reviewing other journals, it is concluded business building in Semarang Chinatown has two kind of first floor. Each of these building place their shop right in front of the door. The first building as shown below is placed starting with the shop at front, followed by the storage room combined with the sitting room and in the corner of the building, a restroom and pantry are placed.

The second building type doesn't make a big difference. As people develop every day, people in Chinatown change their home into a shop on their first floor. Resulting as shown on figure 12 which has a shop at front right after the door. The storage is placed right after the shop. A bedroom and a sitting room is just behind the wall. A restroom, washing room and the pantry are placed at the back of the building.

## CONCLUSION & RECOMMENDATION

### Conclusion

From the analyses above, it is concluded that shape, function and believes in door placemen in Semarang Chinatown has a linkage in one and another. The importance of door placement regarding the factors above impacts the business activity and a person's daily routine.

The shape of the door are connected with their function. As an example, business building that has textile as their main product mostly have a wide sliding door in the middle of the building's facade. While other business which are like restaurants tend to have smaller door; two sided door place in the middle (considered as a wide opening).

The placement of the door doesn't exist without any meaning. The beliefs of the Chinese people in Feng Shui leads them in placing wide doors as their business building entrances.

### Recommendation

Placing a door in business building should consider all the factors related to door placement when a person needs to build a business place for their own fortunes and sake.

These thing could be taught from the Chinese people believes. The Feng Shui that act as Chinese People guidance in buildings. Common people would think that it doesn't matter but in fact it does gives an influence in business building.

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