

# CHAPTER I:

## INTRODUCTION

### 1.1 Project Background

Given the growing popularity of golf in Jakarta, Indonesia, in line with the prevailing pattern and in anticipation of continued expansion in the future, Pondok Indah Golf will potentially encounter busier days than usual. Presently, a noticeable pattern at the golf range is characterized by a predominance of novice players. After the COVID-19 outbreak, there has been a significant increase in the number of people who are new to the sport. Most of these players are inexperienced golfers. Golf Digest (2021) reveals that there was a 30% increase in golf participation rates across Indonesia during 2020 compared to previous years.

This significant shift highlights the growing fascination and attractiveness of golf, as these individuals who are beginning to play the sport are driven by various factors such as a desire to change their way of life, a curiosity about trying something new, the pursuit of a leisurely hobby, or even the desire to embark on a journey towards becoming professional golfers. The diverse intake of individuals shows the adaptability of golf as a recreational pursuit that appeals to a wide range of reasons and objectives among newcomers to the sport.

A golf driving range is intentionally built for people to be able to play or practice golf without having to worry about the time or the weather. Driving ranges are mainly semi-outdoor facilities in tropical nations, particularly Indonesia. Within this context, the golf driving range is a deliberately designed and specified space

located in a commercial setting. An adequate driving range facility is essential for golfers to step sequent toward skill development. Every practice zone has a particular routine and atmosphere; thus, when designing a practice facility for golfers, significant consideration must be given to where to place the different practice zones. The proximity of practice zones can have a significant impact on the players' routine, focus, and mobility efficiency.

The location of this project will be situated along Jalan Metro Pondok Indah in the vibrant district of Pondok Pinang, within the administrative boundaries of Kebayoran Lama in South Jakarta, nestled in the heart of the Special Capital Region of Jakarta. (Pondok Indah Golf Driving Range). Pondok Indah Golf Course offers golfers a location where the architect has seemingly done little to disturb the natural harmony—where the golf course blends into its environment as though it had always been there. It is rare to find one located conveniently in the heart of a major city. Pondok Indah Golf Club provides a driving range to practice or learn the golf stroke. At night, the driving range will be fully lit so that golfers can still have their practice after office hours.

The Pondok Indah Golf Driving Range has gained renown for its dedication to offering golf enthusiasts a comprehensive and enlightening experience. With its welcoming atmosphere, superior amenities, and knowledgeable instructors, it is a popular destination for both novice and experienced players. With the ability to accommodate a wide variety of requirements, including skill development, socializing within the golfing community, and leisurely practice, this range has earned a reputation as one of the finest golfing establishments in Jakarta.

The Pondok Indah Golf Driving Range faces challenges due to its proximity to a water park, causing increased noise and inefficiencies in user activities. The lack of efficient spatial coordination and noise disruptions hinder the harmonious setting of the golf course. The design issue aims to create a cohesive and functional interior while reducing disruptions. The design solution to address these challenges entails the creation of a space plan where players can efficiently reach to their designated areas while staff members perform their responsibilities with increased speed and efficiency.

The initiative to resolve this design dilemma possesses significant value due to its direct correlation with the increasing market demand for golf in Jakarta. Golfers are in search of practice facilities of outstanding quality. Thus, it is critical to prioritize the optimization of the Pondok Indah Golf Driving Range's system and design

### **1.2 Design Challenges Synopsis**

The Pondok Indah Golf Driving Range presents an unusual challenges due to its proximity to a bustling water park, which leads to increased levels of noise that interrupt the tranquil atmosphere needed for concentrated golfing. Furthermore, the facility has to contend with a space sequence that lacks integration, resulting in complications and inefficiencies in user activities. The absence of efficient coordination in spatial configurations, ranging from drop-off area until finish practice, is a notable obstacle to the entire user experience. The confluence of noise disruptions and spatial inefficiencies may have detrimental impacts on interior

design. It is difficult to achieve a harmonious setting that effectively combines the calmness necessary for golfing with the energetic and vibrant ambiance of the adjacent water park. The Pondok Indah Golf Driving Range has a challenging design issue in creating an interior design that is both cohesive and functional, while also reducing disruptions.

**Design Problem Statement:**

How can Pondok Indah Golf Driving Range swiftly adapt to Jakarta's growing golf demand, optimizing staff performance, guest access, and experience while addressing the diverse needs of this expanding demographic through time and auditory design approach?

**1.3 Design Objectives**

The main objective of this project is to create an environment that benefits visitors and workers by improving the visitor experience and optimizing working circumstances. A space in which guests are able to reach their designated zones faster while employees accomplish their duties with heightened pace and effectiveness. This approach is designed to optimize the overall contentment and efficiency for all parties concerned.

## **1.4 Interior Planning Contribution**

### **1. Practical Contribution**

The design outcomes can serve as a proposal to the owner(s) of the Pondok Indah Golf Driving Range if there are any future prospects or intentions for it.

### **2. Theoretical Contribution**

The design outcomes can provide knowledge about adaptive design and golf ideology specific to Golf Driving Range design.

## **1.5 Limitations of the Scope of Interior Planning**

1. The information was acquired through interviews conducted with Gatot Danyawan Tayip, who serves as the Human Resource Development manager, and Dwi Septanio, who holds the position of Driving Range Supervisor. The on-site interview with them lasted for a day. The inquiries pertained to the historical background of the Pondok Indah Golf driving range, its activities, facilities, challenges, and plans for the future.
2. Visitors of Pondok Indah Golf Driving Range consist of both male and female individuals, and most of them are 18 years old or older. The majority of visitors to this place are from the local community. The operation hours are from 05.30 to 22.00 every day.
3. Constraints on location and design conditions for the Pondok Indah Golf Driving Range situated on Jl. Metro Pondok Indah. The planning area is situated within the premises of the Pondok Indah Golf Driving Range, which

is currently in use. In this scenario, the design process will not involve any modifications or destruction of the exterior structures. Instead, it will solely concentrate on altering the interior of the structure.

4. The author will only concentrate their study on three specific areas, for the following reasons:

a. Lobby

The golf driving range lobby has a crucial role in forming the initial first impression, acting as the first point of contact, offering facility details, promoting a sense of connection among enthusiasts, and enhancing overall visitor satisfaction.

b. Golf Hitting Bays (Indoor and Outdoor)

This is the most important factor as it serves as the main activity of this Pondok Indah Golf Driving Range. The area has a substantial influence on the user experience, guaranteeing a pleasant, effective, and secure environment for players to concentrate on their swings. This is the primary source of experience and the area where players spend the majority of their time.

c. Cafeteria

The presence of meals within a golf driving range is essential for augmenting the whole experience by offering a convenient area for players to unwind, interact, and replenish their energy. It enhances the facility by increasing its value, hence improving client satisfaction and generating a hospitable atmosphere that goes beyond the designated space.

## 1.6 Data Collection Methods

### 1. Observation

Throughout the year 2023, observations were conducted both directly and indirectly. Accomplished this task by visiting the Pondok Indah Golf Driving Range in person. The author plays the role of a passive observer, closely monitoring the activities and environmental circumstances at the Pondok Indah Golf Driving Range site. Data obtained from observations, condensed and presented in the form of a photograph. Additionally, it is also accomplished indirectly by conducting online searches to view photographs and videos of the Pondok Indah Golf Driving Range.

### 2. Interviews

Interviews are undertaken to elicit information by asking questions and addressing certain subjects to the interviewee. There are several types of interviews that involve asking pre-planned questions. Interviews are carried out with a specific objective. Retrieve details on the activities, facilities, and challenges regarding the Pondok Indah Golf Driving Range.

### 3. Literature Study

Literary study involves gathering information from many sources such as websites, journals, and books. An example comes from Pallasmaa, J. (2016) book titled " Inhabiting time. Architectural Design". In addition, research was conducted through a journal named "Responsive Interior: Tactics for Adaptation and Resilience." Atmodiwirjo, P., and Yatmo, Y. A. (2022). Studies in literature serve to supplement knowledge that is not

attainable through methods of observation and interviews, thus helping the research process.

### **1.7 Design Approach: Time and Multisensory (Auditory)**

When designing a golf driving range, it is crucial to consider multiple factors since they may significantly impact one's entire experience. Due of these aspects, the design will use both the sequential (time-based) approach and the auditory approach.

An auditory is when something that is related to or involved with the sense of hearing. The frequency of a sound significantly affects our emotional reaction to it, just as the tempo of the sounds we perceive does.

A sequence refers to the sequential progression of activities performed by both visitors and workers within the driving range.

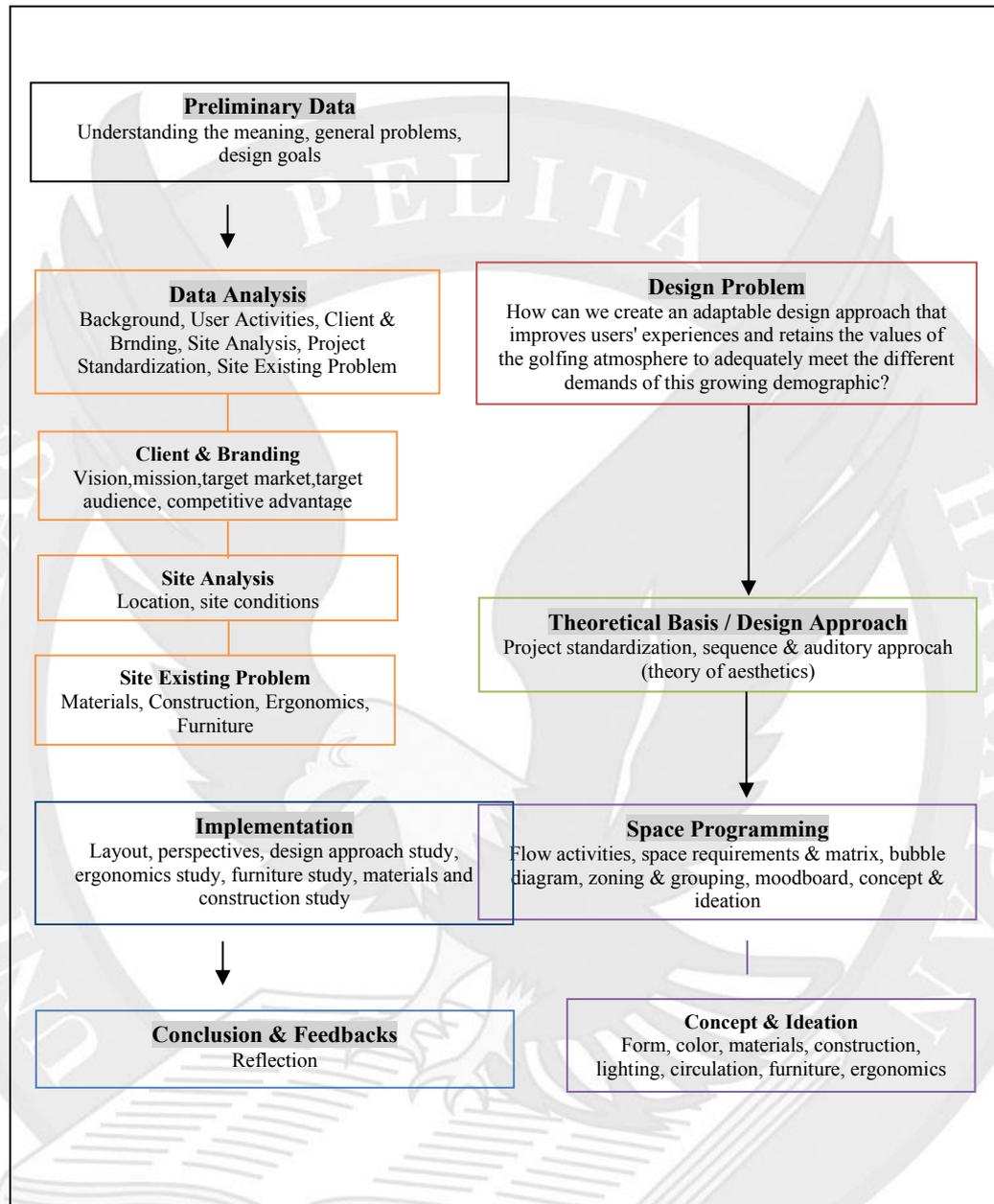
According to Smith et al. (2017) the right sequence of activities can have a substantial effect on both player happiness and performance. This is because the sequential method focuses on the user's activities, enabling a design to eliminate unnecessary delays in performing these activities. Furthermore, as stated by Johnson et al. (2019), ambient noises such as soothing music or natural sounds have the ability to provide a tranquil environment. Hence, any noise occurring within the driving range might significantly impact visitors and workers.

While the implementation of sequential (time-based) approach and the auditory approach conveys challenges due to the complex difficulty of accurately predicting human behavior as well as nature acoustics, elevating experience and

system pace in a highly demanding golf driving range could be potentially solved by sequential (time-based) approach and the auditory approach because it facilitates effortless access to the range's facilities and services, encourages an efficient flow of activities, and enhances players' concentration and focus.



## 1.8 Flow of Interior Planning



**Figure 1.1: Flow of Interior Planning**  
Source: Personal Data (Zillya Rahadian, 2024)

## 1.9 Writing Systematics

The written explanation of the results of this interior space planning contains five chapters, whereby each chapter highlights the research methodology employed to analyze the planning findings, as discussed before, in a progressive manner.

Chapter I serves as an introductory section that covers the background of interior planning and the problems associated with it. It also includes the formulation of interior problems, the goals of the interior planning, and the contribution of interior planning. The chapter also discusses the limitations of interior planning and the methods used to collect data for formulating specific design problems. Additionally, it addresses the design approach, design flow, interior, and systematic writing.

Chapter II provides the theoretical foundation for planning, including the historical background of the sequential (time-based) method and the auditory approach. Following assorted golf demographic demands as well as users' satisfaction.

Chapter III is a case study that examines the process of planning, specifically focusing on the practical application of planning ideas. This chapter comprises an examination of field data, encompassing historical information, geographical data, data on existing buildings, study of user activity patterns, and interviews. In addition, a review of the location, architectural design, and current structures is being made. This approach is employed to tackle specific design difficulties, encompassing investigations into construction materials, ergonomics, and furnishings.

Chapter IV provides an in-depth analysis of the design program. Design, strategic development, and implementation. In addition to that, the discussion of abstract ideas is to be used during the process of planning.

Chapter V assesses the positive and negative feedback from different users, following the overall conclusion of this paper.

Chapter VI serves as the personal reflection section, encompassing the final findings and adjustments. Reflection of the outcomes of strategic planning with a goal of concluding the process of organizing and planning.

