

The Influence of Social Media to Trends Design at Restaurant in Urban Area of Yogyakarta Province, Indonesia

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Abstract : Today, we face with some paradoxical tendencies. In the field of culture, on the one hand, we are witnessing the emergence of ethnic and religious fervor that is becoming stronger, but on the other hand, we are also witnessing a new ideology that characterized the flow of transnationalism, globalism, and secularism. Through social media, the globalization movement is accommodated to spread all over the world. Globalization also requires the commercialization of many fields, including architecture. In the architecture of commercial buildings, the appeal of the building is an important aspect for the function of the building. That theory is the basis for research of this study. This study aimed to know the influence of social media on the changing trends in the design of restaurant in urban areas of Yogyakarta Province. This study is using observation (survey) method to restaurants in Yogyakarta and surrounding areas to collect data, then the assessment of data by using the theory of the social media Path and Instagram that provide trend information from interior and building facades of the restaurant. By using social media Path and Instagram based survey methods, it can be seen that the intensity of social media users who publish or promote restaurant that has been chosen. Generally, conventional character of the restaurant have changed into a material and visually conceptual restaurant.

Keywords : influence, social media, changes, architecture trend

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