

***EXTERIOR STORE ATMOSPHERE STRATEGY OF HASAN BATIK BANDUNG
WITH INDIVIDUAL DIFFERENCES APPROACH***

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ABSTRACT

Batik industry in Indonesia, which is undergoing very rapid development, is not independent of the services of local batik industry actors on a large or small scale. The condition indirectly caused competition until one of the SMEs, Hasan Batik Bandung, who pioneered Batik Bandung's motive, began to lose its existence among its competitors. From the results of observations and dissemination of questionnaires, it turns out this is due to the external condition of Hasan Batik Bandung boutique, which has not provided a visual attracting attention and impressed the potential consumers, so it has not succeeded in provoking consumer behavior. Therefore, research and design into the strategy of building an exterior store atmosphere in a batik boutique was carried out using Individual Differences approach. Data collection is carried out through observation processes, dissemination of questionnaires, and interviews, which are then validated using data triangulation methods and analyzed with a comparator matrix and SWOT. With Hasan Batik Bandung's limitations as an SME, strategy selection corrects shortcomings by taking advantage of opportunities that need to be done and applied to each of its external elements, including façade, signage, window display, main entrance, and parking area. The results of this research then also produce design recommendations that are visually displayed as prototypes.

Keywords: *Consumer Behavior, Exterior, Hasan Batik Bandung, Store Atmosphere*