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The Relationship between Bar Placement and Facade Design in Yogyakarta's Small-to-Medium Coffee Shops

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Abstrak_ *Pertumbuhan pesat coffee shop di Yogyakarta mendorong terciptanya konsep arsitektur yang unik dan menarik, tidak hanya untuk fungsi pelayanan, tetapi juga sebagai elemen pembentuk citra. Dua komponen utama yang sangat berpengaruh dalam desain coffee shop adalah bar dan fasad. Penelitian ini bertujuan mengkaji hubungan spasial antara penempatan bar dan lapisan fasad pada coffee shop kecil dan menengah. Metode yang digunakan adalah kualitatif, dengan teknik observasi lapangan dan analisis menggunakan diagram serta eksploda aksonometri terhadap 33 coffee shop yang tersebar di kawasan kampus di Yogyakarta. Hasil menunjukkan bahwa sebagian besar fasad terdiri dari dua hingga empat lapisan, dengan penggunaan material transparan serta elemen desain yang mempertahankan visibilitas dari luar ke area bar. Bar umumnya ditempatkan dekat fasad atau sejajar dengan pintu masuk, menjadikannya pusat visual dan fungsi utama saat pengunjung memasuki ruangan. Strategi ini memperlihatkan pentingnya visibilitas bar dalam mendukung konsep pelayanan (dine in atau takeaway) dan membentuk identitas visual. Ruang duduk pengunjung pun dirancang mendukung interaksi dan keterlihatan. Studi ini menegaskan bahwa bar berperan penting dalam membentuk ruang sekaligus identitas sebuah coffee shop melalui fasad yang memungkinkan bar dan aktivitasnya terlihat dari luar.*

Kata kunci*:* Coffee Shop*; Komponen Arsitektur; Visibilitas*; Bar*; Fasad*

Abstract_ The rapid proliferation of coffee shops in Yogyakarta has driven the development of unique architectural concepts that balance functional requirements with brand identity. Two influential components in this evolution are the coffee bar and the facade, which collectively shape customer perception and experience. This study investigates the spatial relationship between bar placement and facade layering in small-to-medium-sized coffee shops. Adopting a qualitative approach, the research utilized field observations and analytical techniques—including exploded axonometric diagrams—to examine 33 establishments within Yogyakarta's university districts. The findings indicate that most facades consist of two to four layers, frequently employing transparent materials to maintain visual connectivity between the exterior and the interior. Results show that the bar is typically positioned in proximity to the facade or aligned directly with the entrance, establishing it as the primary visual and functional focal point. This visibility strategy emphasizes the bar's dual role in service orientation—facilitating both dine-in and takeaway models—and in reinforcing a recognizable brand image. Ultimately, the study highlights how the bar defines spatial identity, mediated by facades that allow passersby to observe internal activities and craftsmanship from the street.

Keywords: Coffee Shop; Architectural Component; Visibility; Bar; Façade

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INTRODUCTION

Gathering is a deep-rooted tradition in Yogyakarta, fostering various communal spaces such as gardu ronda, angkringan, and *warung bubur kacang ijo* (*burjo*). Influenced heavily by the city's millennial student population, these spaces have evolved to suit modern tastes. Most notably, the coffee shop industry has seen rapid growth, with over 1,200 establishments now operating throughout the city.

Unlike traditional restaurants, coffee shops offer a relaxed atmosphere with minimal formal rules, typically prioritizing coffee blends and light refreshments. This limited-service model encourages patrons to linger for hours over a single cup, often within flexible operating hours. Entrepreneurs often employ unique concepts to cater to coffee enthusiasts and facilitate social interaction (Hendrawan, 2014). Chadios (2005) identifies these functional and social aspects as the primary differentiators between coffee shops and restaurants.

Furthermore, coffee shops serve as vital spaces for relaxation and socializing with friends, family, and colleagues (Ermann, 2011, as cited in Putra et al., 2022). In response to this demand, business owners have adopted diverse strategies and research-driven concepts to enhance consumer appeal (Ginting et al., 2021). This growth is further fueled by Yogyakarta's urban community, which attracts students and residents from across the region (Sireki & Wibisono, 2020). Consequently, these spaces have transitioned into functional hubs for work and leisure (Arifin, 2019; Shaker Ardekani, 2016). Architecturally, these shops range from shophouses and stalls to mobile carts and modified residential homes; in the latter, there is a marked tendency for front-of-house spaces to be repurposed for commercial use (Rizki & Kurniawan, 2023).

Coffee shops can be categorized by size into three distinct types: small, medium, and large. According to Harmon (2017)—see Table 1, the differences between these types are reflected in their floor area, seating capacity, staffing levels, menu offerings, and location. Furthermore, regarding the spatial organization, Susanti et al. (2020) identify three specific coffee shop models:

1. Thematic: These establishments are typically located in shopping centers, office districts, or educational hubs. They feature specific design aesthetics, such as modern, vintage, rustic, traditional, industrial, or "secret garden" themes.
2. Functional/Simple: These shops often focus on basic offerings, such as sachet coffee. Consequently, their architectural design prioritizes function over aesthetics, often employing an open-space concept that emphasizes natural ventilation.
3. On-the-Go: Characterized by a minimalist design, these shops prioritize the barista's workspace. The visitor area is usually open, furnished simply, and lacks "massive" or rigid physical boundaries.

Coffee shop design continues to evolve to satisfy the multifaceted desires of patrons. Beyond the coffee itself, visitors seek high-quality facilities, a specific atmosphere, and opportunities for social interaction both inside and outside the establishment (Farasa & Kusuma, 2015; Hamdan et al., 2020; Harmon, 2017). As Hamdan et al. (2020) note, the building's concept, layout, and decoration must be tailored to its target market. Every coffee shop possesses unique characteristics, ranging from its exterior architecture to its interior design (Setyaningfebry & Purbadi, 2019). These distinctive features—which define what a consumer sees and feels—serve as the primary draw that invites customers to visit and encourages them to stay.

Table 1. The description of the classification of a coffee shop

	Small (Bar Espresso/Take-away)	Small	Medium	Large
Seats Number	0	5	20	60
Location	City Center/Downtown		Urban	Suburban
Food	Ready-made food		Small Kitchen	Full equipped kitchen
Staff	1-2	2-3	3-6	6-10
Floor Area	<30m2	30m2	50m2	150m2

Source: Modified from Harmon (2017)

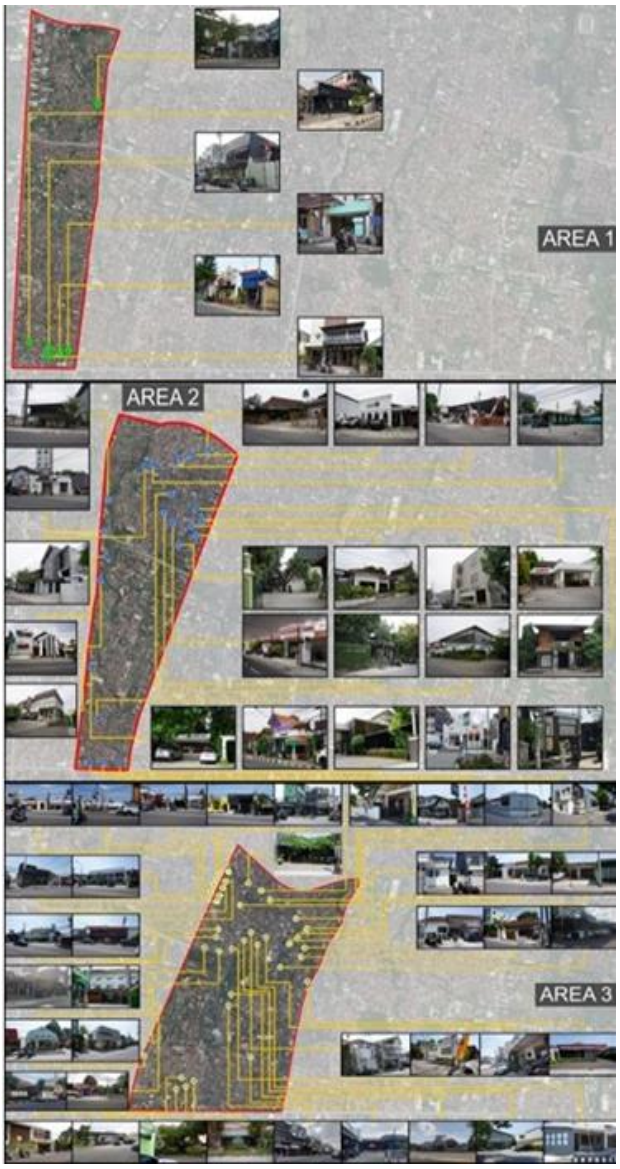


Figure 1. Distribution of Coffee Shops in the Scope of Observation
Source: Authors (2024)

According to Hamdan et al. (2020), the spatial layout of a dine-in coffee shop of sufficient size generally organizes its core elements as follows:

1. The Bar: This is the barista's workspace for brewing coffee. It typically serves as the storage area for raw materials and specialized brewing equipment.

2. Visitor Area (Indoor/Outdoor): Designed for customers to enjoy coffee and snacks, this area is furnished with comfortable seating. It may be located indoors or outdoors and often includes a designated, separate smoking area.
3. Kitchen: A dedicated space for preparing side dishes, storing cooking utensils, and washing equipment.
4. Restrooms: Generally well-designed and maintained, these facilities include air fresheners and a clean water supply to ensure visitor comfort.
5. Parking Area: The ease and convenience of vehicle accessibility is a critical factor in overall visitor satisfaction.

The coffee bar is arguably the central component of the establishment. As the hub where baristas brew drinks using various techniques (Novan et al., 2021), the bar also functions as the primary point for ordering and payment. The barista's activities are often a point of attraction; they demonstrate the "art" of coffee making, serve as a source of expertise, and act as a "host" within this "third place" social environment. Because coffee shop design significantly impacts a visitor's sensory experience, personalized and unique designs are essential for creating a distinct atmosphere (Ma & Kim, 2024). Consequently, the visibility of the bar from the shop's facade is a vital architectural consideration.

Table 2. Object of Observation

No.	Coffee Shop	Function	Main Service	Indoor Seat
A	**Area 1**			
A.1	Lemindoni Coffee	Coffee shop + Snack	Dine-in/take away	± 20
A.2	Buih Coffee	Coffee shop	Coffee stand/take-away	± 6
A.3	Semeja Coffee	Coffee shop + Snack	Dine-in/take away	± 15
A.4	Neko Kepo Cat Coffee	Coffee shop + Snack	Dine-in/take away	Seat on floor for around 15
B	**Area 2**			
B.1	Up On Coffee	Coffee shop + Snack	Dine-in	± 12
B.2	Sebelas Coffee	Coffee shop	Dine-in/take away	± 10
B.3	Van Dhe Ga Coffee	Coffee shop + Snack	Dine-in/take away	± 30
B.4	Stereos Coffee	Coffee shop + Snack	Dine-in/take away	± 30
B.5	Laju Cepat Coffee	Coffee shop + Snack	Dine-in/take away	± 15
B.6	Capslock Coffee	Coffee shop + Snack	Dine-in/take away	± 30
B.7	Maraville Coffee	Coffee shop + Snack	Dine-in/take away	± 20
B.8	Tugu Lor Coffee	Coffee shop + Snack	Dine-in/take away	± 30
B.9	Le Ngaso Coffee	Coffee shop + Snack	Dine-in/take away	± 5
B.10	Klimaks Coffee	Coffee shop	Take away	-
C	**Area 3**			
C.1	Kulo Coffee	Coffee shop + Snack	Dine-in/take away	±
C.2	Belikopi Coffee	Coffee shop	Take away	-
C.3	Couvee	Coffee shop	Dine-in/take away	± 15
C.4	Bae Coffee	Coffee shop	Take away	± -
C.5	Janji Jiwa Coffee	Coffee shop + Snack	Dine-in/take away	± 10
C.6	Grompol Coffee	Coffee shop	Dine-in/take away	± 15
C.7	Giras Co	Coffee shop + Snack	Dine-in/take away	± 15
C.8	Anomie Coffee	Coffee shop	Dine-in/take away	± 15
C.9	Medio Coffee	Coffee shop	Dine-in/take away	± 10
C.10	Ekologi Coffee	Coffee shop + Snack	Dine-in/take away	± 30
C.11	XYZ Coffee	Coffee shop + Snack	Dine-in/take away	± 20
C.12	Samakarsa Coffee	Coffee shop	Dine-in/take away	± 15
C.13	Hoja Coffee	Coffee shop	Dine-in/take away	± 20
C.14	Signatura Coffee	Coffee shop + Snack	Dine-in/take away	± 15
C.15	Bikonikal Coffee	Coffee shop	Take away	± -

No.	Coffee Shop	Function	Main Service	Indoor Seat
C.16	Dongo Coffee	Coffee shop + Snack	Dine-in/take away	± 10
C.17	Rumah Budhe Coffee	Coffee shop + Snack	Dine-in/take away	± 25
C.18	Space and Co.Working Space Coffee	Coffee shop + Snack	Dine-in/take away	± 20
C.19	Medpresso Coffee	Coffee shop	Dine-in/take away	± 15

Source: Authors (2024)

Toljan (2019) categorizes facade elements into boundaries (glass/windows) and entrances (doors), each carrying different symbolic weights. Many coffee shops feature partially or completely transparent facades to provide a visual connection between the interior and the street (Barber & Münster, 2022a). This open design allows passersby to see in while allowing customers to observe the brewing process and interact with staff (Barber & Münster, 2022b).

This research focuses on the spatial relationship between external building components and the interior coffee bar. It examines the orientation of the bar relative to the facade—defined here not merely as the building's front view, but as the "face" seen from the street that provides the initial visual impression. Finally, this study identifies the characteristics of these external components based on their specific arrangement.

METHODS

This research employs a qualitative methodology, utilizing primary data gathered through field observations conducted between November and December 2022. The analysis utilizes the exploded axonometry technique—a three-dimensional reconstruction—to illustrate the various layers of the building facade. This approach facilitates a clearer identification of the number and position of these layers, as well as the spatial relationship between external components and the building's interior.

The determination of these layers begins at the coffee bar (inside the building) and extends to the outermost building components directly adjacent to the road or parking area. Furthermore, the analysis includes coffee shop layout diagrams to examine the strategic positioning of the bar in relation to the entrance and the overall building facade.

According to Maulana et al. (2021), a direct correlation exists between population density and the proliferation of coffee shops. Consequently, the study areas for this research were specifically selected based on their proximity to major universities. The research focuses on three distinct zones in Yogyakarta:

1. Area 1: Defined by the perimeter of Jalan Ring Road Utara, Jalan Magelang, Jalan Monjali, and Jalan Jenderal Sudirman.
2. Area 2: Situated within the bounds of Jalan Ring Road Utara, Jalan Monjali, Jalan Kaliurang, and Jalan Sudirman.
3. Area 3: Located within the scope of Jalan Ring Road Utara, Jalan Kaliurang, Jalan Affandi, and Jalan Sudirman.

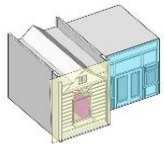
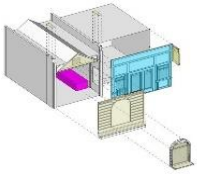
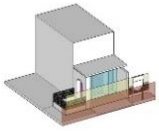
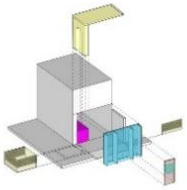
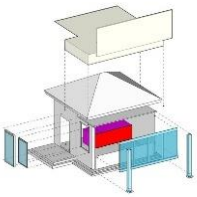
The research objects are illustrated in Figure 1. The scope of this study is limited to small and medium-sized coffee shops that primarily focus on the sale of coffee and light snacks—the core activities of a traditional coffee shop. While 66 establishments were initially identified within the study area, only 33 met the specific criteria for inclusion, as detailed in Table 2. This research acknowledges certain geographic and thematic limitations. The findings are specific to university-dense urban areas and may not be generalizable to other urban or rural contexts. Furthermore, this paper restricts its discussion to the spatial positioning of the bar and the design of the facade. While the internal design of the bar itself significantly impacts the identity or branding of a coffee shop, such factors fall outside the scope of this particular study.

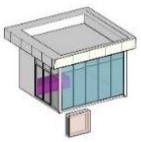
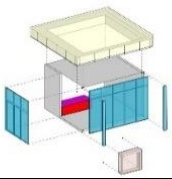
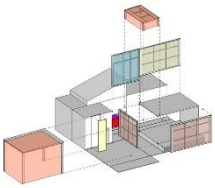
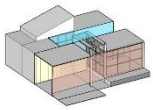
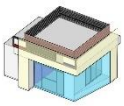
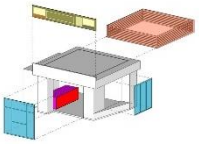
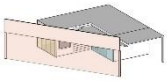
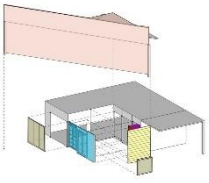
RESULTS AND DISCUSSION

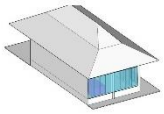
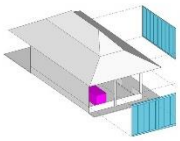
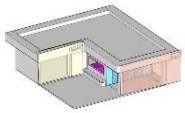
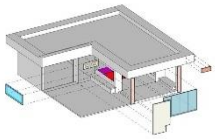
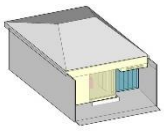
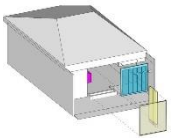
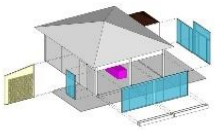
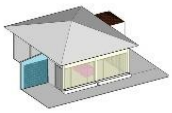
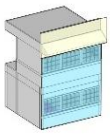
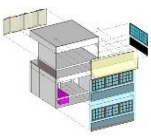
A. Function and Identity Layers

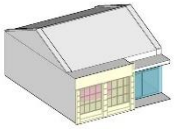
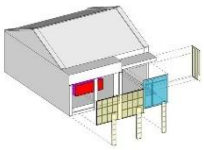
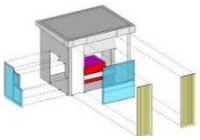
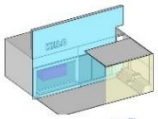
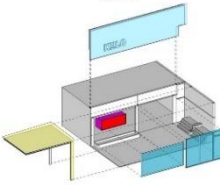
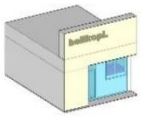
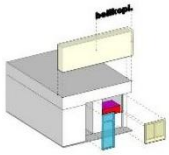
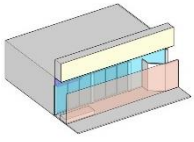
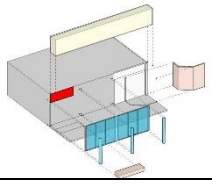
Visibility analysis is conducted by dissecting the building into distinct layers to identify its spatial depth and the specific components of its arrangement. Table 3 provides a detailed depth-of-space analysis, illustrating the various layer components identified within research areas.

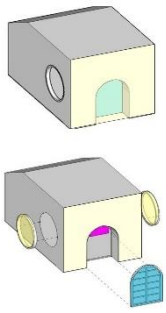
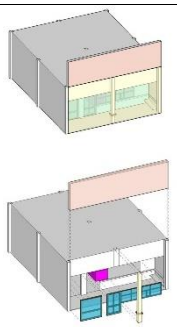
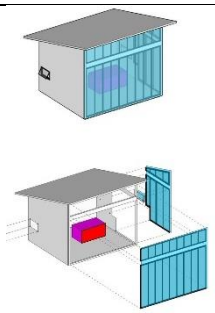
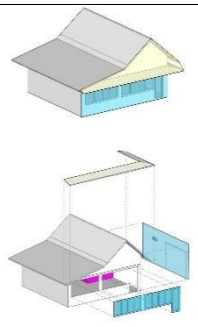
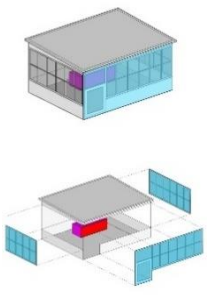
Table 3. Coffee Shop Face Layers

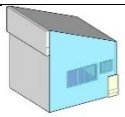
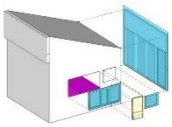
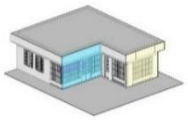
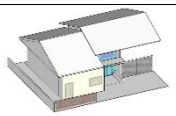
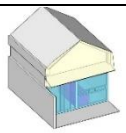
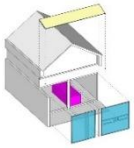
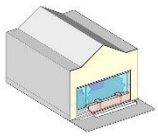
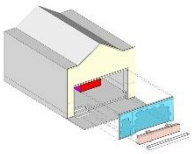
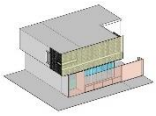
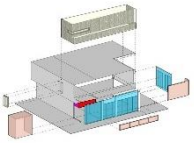
No	Coffee Shop	Façade Layer	Layer 1	Layer 2	Layer 3	Layer 4
A. AREA 1						
A.1	Lemindoni Coffee	 	Bar and Kitchen	• 1 Door Glass • 2 Glass Window • 1 Carved Wall Plane	• 1 Glass Window • 1 Carved Wall Plane	-
A.2	Buih Coffee	 	Bar and Kitchen	• 1 Door Glass • 3 Glass Window	• 2 Roster Wall Plane • 1 Gate	• 1 Billboard
A.3	Semeja Coffee		Bar and Kitchen	• 1 Door Glass • 5 Glass Window • 2 Carving on the pole	• 1 Billboard	

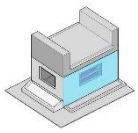
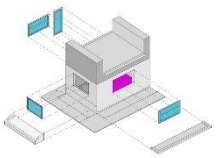
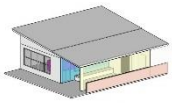
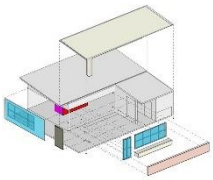
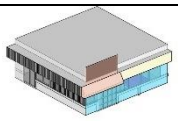
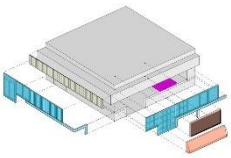
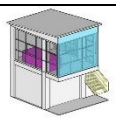
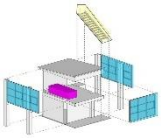
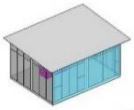
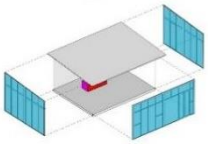
No	Coffee Shop	Façade Layer	Layer 1	Layer 2	Layer 3	Layer 4
A.4	Neko Kepo Cat Coffee	 	Bar and Kitchen	• 1 Door Glass • 7 Glass Window • 2 Metal Column	• 1 Carved Dag Roof	• 1 Billboard
B. AREA 2						
B.1	Up On Coffee	 	Bar and Kitchen	• 1 Door Glass • 2 Glass Window	• 1 PVC door • 3 Glass Window	• 7 Glass Window • 1 Canopy Roof
B.2	Sebelas Coffee	 	Bar and Kitchen	• 1 Door Glass • 5 Glass Window	• 1 Billboard	• 1 Metal Reiling Outdoor Space
B.3	Van Dhe Ga	 	Bar and Kitchen	• 1 Door Glass • 2 Glass Window • 1 Patterned Wall Plane	• 4 Glass Window • 1 Patterned Wall Plane	• 1 Billboard

No	Coffee Shop	Façade Layer	Layer 1	Layer 2	Layer 3	Layer 4
B.4	Stereos Coffee	 	Bar and Kitchen	• 2 Door Glass • 10 Glass Window	-	-
B.5	Laju Kopi	 	Bar and Kitchen	• 1 Door Glass • 5 Glass Window	• 1 Billboard	• 1 Billboard • 2 Coloumn
B.6	Capslock Coffee	 	Bar and Kitchen	• 1 Glass Window	• 1 Door Glass • 1 Glass Window	-
B.7	Maraville Coffee	 	Bar and Kitchen	• 1 Door Glass • 11 Glass Window	• 1 Roster Wall Plane	-
B.8	Tugu Lor	 	Bar and Kitchen	• 1 Door Glass • 14 Glass Window	• 1 Billboard	-

No	Coffee Shop	Façade Layer	Layer 1	Layer 2	Layer 3	Layer 4
B.9	Le Ngaso	 	Bar and Kitchen	• 1 Glass Window	• 8 Glass Window • 3 Carved Columns • 1 Door Glass	-
B.10	Klimaks Coffee		Bar and Kitchen	• 1 Door Glass	• 2 Glass Window	-
C. AREA 3						
C.1	Kopi Kulo	 	Bar and Kitchen	• 1 Door Glass • 3 Glass Window • 1 Billboard	• 1 Canopy Roof	-
C.2	Beli Kopi	 	Bar and Kitchen	• 1 Door Glass	• 2 Glass Window • 1 Billboard	-
C.3	Couvee Coffee	 	Bar and Kitchen	• 1 Door Glass	• 1 Billboard	• 1 Wall plane • 1 Concrete Chair

No	Coffee Shop	Façade Layer	Layer 1	Layer 2	Layer 3	Layer 4
C.4	Bae Kopi		Bar and Kitchen	• 1 Door Glass	• 2 Glass Window • 1 Pattern Wall Plane	-
C.5	Janji Jiwa Coffee		Bar and Kitchen	• 1 Door Glass • 5 Glass Window	• 1 Column	• 1 Billboard
C.6	Grampol Coffee		Bar and Kitchen	• 1 Door Glass • 14 Glass Window	-	-
C.7	Giras Coffee		Bar and Kitchen	• 1 Door Glass • 10 Glass Window	• 1 Roof Decoration	-
C.8	Anomie Coffee		Bar and Kitchen	• 1 Door Glass • 18 Glass Window	-	-

No	Coffee Shop	Façade Layer	Layer 1	Layer 2	Layer 3	Layer 4
C.9	Medio Coffee	 	Bar and Kitchen	• 1 Door Glass • 7 Glass Window	• 1 Billboard	-
C.10	Ekologi Coffee		Bar and Kitchen	• 1 Door Glass • 1 WoodenDoor • 25 Glass Window	• 11 Glass Window • 1 Wall plane decoration	-
C.11	XYZ Coffee		Bar and Kitchen	• 1 Door Glass • 2 Glass Window	• 1 Billboard • 1 Metal Door • 1 Glass Window	
C.12	Samakarsa	 	Bar and Kitchen	• 1 Door Glass • 2 Glass Window	• 1 Roof Decoration	-
C.13	Hoja Coffee	 	Bar and Kitchen	• 1 Door Glass	• 1 Exposed Brick Wall Field	• 2 Concrete Chair
C.14	Signatura Coffee	 	Bar and Kitchen	• 1 Door Glass • 10 Glass Window	• 1 Roster Wall Plane • 1 Glass Window	• 1 Gate Entrance • 1 Billboard • 1 Metal Perimeter Fence

No	Coffee Shop	Façade Layer	Layer 1	Layer 2	Layer 3	Layer 4
C.15	Bikonikal Coffee	 	Bar and Kitchen	• 1 Door Glass • 3 Glass Window	-	-
C.16	Don Go Coffee	 	Bar and Kitchen	• 1 Door Glass • 8 Glass Window	• 1 Poles and Canopies	• 1 Field Outer Wall
C.17	Rumah Budhe Coffee	 	Bar and Kitchen	• 1 Door Glass • 11 Glass Window • 1 Metal Window	• 1 Wall Decoration	
C.18	Space and Co. Working Space Coffee	 	Bar and Kitchen	• 1 Door Glass • 10 Metal Window	-	-
C.19	Medpresso Coffee	 	Bar and Kitchen	• 2 Door Glass • 17 Metal Window	-	-

Source: Authors (2024)

Based on the analysis of building components, the majority of the surveyed facades consist of three layers (14 cases), followed closely by four layers (13 cases), and two layers (6 cases).

The prevalence of three to four layers indicates that the coffee shop facade serves a purpose far beyond mere utility. While a two-layer facade is technically sufficient to demarcate space and

provide visual permeability, the addition of third and fourth layers serves to establish the coffee shop's brand image and identity. When analyzed from the interior outward, the facade sequence reveals a transition through three distinct roles:

1. The Functional Facade (Second Layer): Primarily composed of glass doors and windows, this layer focuses on accessibility and interior-exterior visibility.
2. The Image Facade (Third Layer): Utilizing textures like exposed brick, roster (ventilation blocks), and decorative carvings, this layer builds the aesthetic "atmosphere" of the brand.
3. The Information Facade (Fourth Layer): Dominated by signage, slogans, and entrance gates, this outermost layer acts as the primary communication tool with the street.

In cases where only three layers exist, the Image and Information functions are typically consolidated into a single architectural layer.

B. Position of the Bar Relative to the Façade

The bar serves as the primary touchpoint where visitors order, observe the brewing process, and interact with the barista. This research identifies several strategic patterns regarding bar placement—as illustrated in Figure 2:

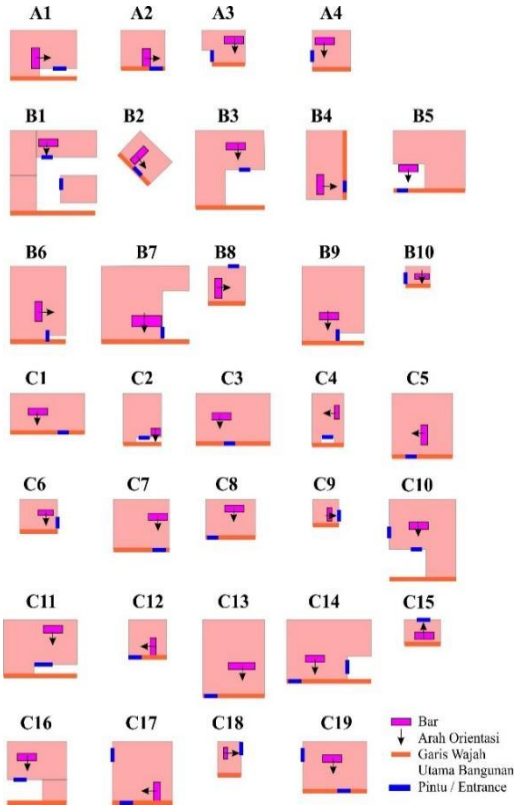


Figure 2. Bar Orientation in a Coffee Shop
Source: Authors (2024)

- Proximity to the Facade: In the majority of observed cases, the bar is positioned close to the facade. When the bar is set further back, it is consistently placed in close proximity to the main entrance.
- Orientation toward the Facade: Twenty-one out of the 33 observed units (A3, A4, B1, B3, B4, B5, B7, B9, B10, C1, C2, C3, C6, C7, C8, C10, C11, C13, C14, C16, and C19) orient the bar directly toward the facade to maximize outward visibility.

- Bar-to-Entrance Relationship: Twenty coffee shops (A1, A2, A3, A4, B2, B6, B7, B8, B9, B10, C1, C2, C4, C5, C6, C8, C12, C13, C14, and C17) position their entrances and bars near one another without them directly facing each other.
- Circulation Paths: Entrances do not always lead directly to the bar in a frontal manner. Instead, some layouts direct patrons to a transitional space before they face the bar, or even guide them toward the side or rear of the bar structure.

C. Spatial Strategy and Visitor Experience

These configurations represent a strategy to manage space limitations and ensure visitor comfort while maintaining the bar as the central hub of activity. The observed layouts suggest that coffee shops treat the seating area and the bar as two distinct elements that must remain simultaneously visible to passersby from the street. This strategy is executed through two primary methods (see Figure 3):

1. The Bar as a Reception Area: In 21 of the observed units, the bar functions as a reception point. Upon entering, visitors are positioned directly in front of the bar to order before finding a seat or departing with a takeaway order. This model is prevalent in both small and medium-sized establishments.
2. Seating as Initial Access: The remaining 12 units place the bar further from the entrance, requiring visitors to pass through a seating area first.

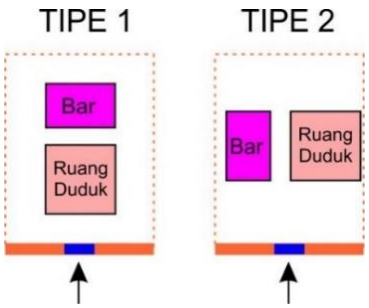


Figure 3. How to Position the Bar and Seating Area with Respect to the Facade and Entrance
Source: Authors (2024)

Analysis suggests that these spatial choices are driven by the establishment's primary service model (dine-in or takeaway) and the intended barista-patron interaction, rather than building size alone. Total square footage is not a deciding factor, as the "reception-style" bar is frequently found in medium-sized units, and the ratio of seating space to bar area remains consistently high across most cases.

CONCLUSION

The analysis of facade components across 33 coffee shops reveals significant variations in material usage, spatial arrangement, and the relationship between the bar, the facade, and the entrance. A primary finding of this research is that the coffee bar acts as the central anchor, influencing the entire architectural design. To maintain its role as a focal point, the bar must remain visible from both the interior and the exterior of the building. This requirement dictates the number of facade layers, the selection of materials, and the strategic placement of elements within each layer. To preserve these sightlines, designers predominantly utilize transparent materials and limit the number and size of obstructive elements, often pushing them to the periphery of the facade.

Furthermore, the spatial relationship between the bar, the entrance, and the facade reflects the establishment's primary service model—whether prioritizing dine-in comfort or takeaway efficiency. The research demonstrates that the facade serves a dual purpose:

- The Second Layer: Functions primarily as the building enclosure, providing physical demarcation.
- The Third and Fourth Layers: Serve as communicative tools, conveying the coffee shop's brand concept and aesthetic identity.

Ultimately, this study highlights that the synergy between seating space, bar visibility, and facade design forms the complete architectural identity of the modern coffee shop in Yogyakarta.

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