

# Adaptive Reuse the Old House into Restaurant: Space, Nostalgic, and Economic Value

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## Abstract

Tourism to heritage locations is something that is often found in Indonesia. The trend of changing the function of old houses into various functions, including restaurants, is a thing that is rife in big cities in Indonesia. This adaptive reuse approach build harmonizes between human being and history, and also between past-present-and future. This study aims to explore the responses of visitors regarding the design of the function conversion of the old house of *Rumah Macaroni Panggang*, in Bogor city, Indonesia. Quantitative research design specifically in descriptive study was applied to this study with online survey technic for data collection. The participants were given nostalgic memory inducing via photos. The finding showed that visitors gave nostalgic memories responses to various building elements in this place. More than half of the visitors showed willingness to revisit this restaurant. The nostalgic response encourages them to do it which means it has an impact on economic value. This study gave implication on harmonize between human being and history, and past-present-and future through adaptive reuse building approach.

## Keywords

adaptive reuse, nostalgia, culinary travelling, economic values, old house

## 1. Introduction

Eating is an activity that humans do every day and require facilities to support it. Activities eat not only fulfil the needs of hunger, but there is a meaning value related to the human conditions prevailing in the society. The habit of eating together becomes a tradition that takes place in almost all cultures in the world, which takes place in the private area and public space. Food is not only a necessity, but also conveys a symbolic message. Thus, through the dining room as a public space can be revealed various things related to the social class of visitors (Fajarwati, Koesoemadinata, and Sondakh 2019). The times led to changes in the activities of eating in public space and not more activity only take place in the home. Humans getting busy so less time to cook, and also the distance between home and work are far apart, allowing a communal dining activity done outside the house. Warde and Martens (2000) reveal that the emergence of special places to eat out, especially places that offer food choices and not just a limited menu, is a 20th century innovation. The evolution of dining out as a spare time activity is a feature that was discovered in the last hundred years. Appearing later restaurants increasingly prevalent to meet human needs to eat together outside the

home. They are competing to offer the best place and the menu of the most popular foods in order to continue to receive visitors.

Previous studies showed that reuse heritage place as a restaurant give impact on economic value because of psychological nostalgic (Hwang and Hjun 2012; Lee 2015). The heritage place reuse as a restaurant in these studies, revival the customers' emotional nostalgic about past experiences or memorable experiences and drive them to revisit these places. A heritage place such as an old railway station in Taiwan (Lee 2015) functions as positive triggers to emotional nostalgic among customers. They have a positive feeling to this place and give reason to come this place for remembering a memorable experience. This finding also relevant with Chen, Yeh, and Huan (2014) that nostalgia give motivation to reorder and intention to consume. It can conclude that a nostalgic restaurant gives positive indicator to revisit this place and obviously give impact to economic value.

Some restaurant in Indonesia tries various strategies to offer an ambience that attract the visitors other than delicious food menu. One way is to utilize a dwelling house into a restaurant, as for in the *Rumah Macaroni Panggang* (Macaroni's home-baked), Bogor, Indonesia. It is located in a cool-weather city at the foot of Mount *Salak*, close to the Presidential Palace and *Bogor Botanicals Garden*. On weekend, many visitors from Jakarta, the capital city of Indonesia, and from surrounding cities come to visit Bogor. This area was once a residential area of the Dutch people who like cool-weather locations close to that in Europe and close to the location of their tea and coffee plantations.

Currently, there are many heritage buildings that developed during the Dutch colonial era of the *Imperial Indische* style or *Art Deco* style in Bogor. The characteristics of the relics of the colonial houses can be known through the contours of the structure, the materials used, and other forms of support such as interior floor pattern, the walls shape, doors, and window's patron, as well as the interior ceiling form. The typical shape of the building can be recognized from the different outer facade of houses in Indonesia in general. The high building, the thick wall structures, the pillars on the porch, and the use of dominant material commonly used in the past, such as natural stones, are connecting the memories of visitors with the houses in the Dutch era their families lived in in the past. The authors suspect that there is an engaged between visitors' memories and the presence of a spatial atmosphere in past that affects their interest in visiting the restaurants.

## **1.1 Objectives**

The objective of this study is to explore the adaptive reuse that have occurred in old houses changed into restaurants that are relevant to nostalgic. For this reason, the authors conducted a study on the adaptive reused restaurant. Research questions are composed such as "*What are the building elements of Rumah Macaroni Panggang perceive as nostalgic?*" and "*Do the adaptive reuse heritage house as a restaurant, intent the customer to revisit this restaurant?*"

## **2. Literature Review**

### **2.1 Nostalgia and Space**

Nostalgia was known for thousand years ago. It was related on brain disease, but modern study relate nostalgia with positive psychological emotion (Sedikides and Wildschut 2020). The term nostalgia in science was first introduced by a Swiss physician, namely Johannes Hofer around the 17th century (Wildschut et al. 2006). Initially nostalgia was used to refer to brain disease. But over time, Davis, a sociologist in the 20th century, introduced nostalgia as something that has positive value for the human mind, no longer as a sign of brain disease (Sedikides and Wildschut 2020; Wildschut et al. 2006). Nostalgia always refers to experience of past and can give impact to motivate person to do something. As Davis said in Sedikides and Wildschut (2020) that nostalgic memories are not for the past, they are for the future (p. 4). It should be noted that all humans have experiences in the past, but not all past experiences can evoke nostalgia (Wildschut et al. 2006). Past experiences that can evoke nostalgia are only experiences that arouse a person's affection or are considered memorable for that person. Something memorable must be triggered so that nostalgic emotions can be felt again and have a motivational effect on a person (Sedikides and Wildschut 2020). Thus, for design interior purposes, nostalgia could be a tool for motivating people to visit a memorable place and enjoy the place. Nostalgia could also give impact for increasing life satisfaction (Ya, Ng, and Lam 2018) where people which trigger their nostalgic memory for the past, will have life satisfaction for present and future. The authors assumed that a place which its design could trigger nostalgia will give impact for motivating and satisfying life. Then the outcome of raising the motivation and life satisfaction is intention behaviour to revisit the place.

## **2.2 Nostalgia and Consumer Behaviour**

Previous studies shows that nostalgia can contribute to the areas of marketing, product design, and positioning related to past experiences and consumer behaviour (Holak and Havlena 1998). Nostalgia containing complex emotions can be used for advertising purposes. For example, rubbing oil advertisements are reminiscent of the warmth given by mothers by rubbing these rubbing oils during childhood. Nostalgia in advertising can be used to give historical romantics and sentimental feelings, but it is still necessary to pay attention to other effects of evoking past romantics and sentimental feelings. One thing that should be noted is that there are negative feelings that may arise as a consequence of nostalgia which contains complex emotions (Holak and Havlena 1998). Holak and Havlena's (1998) research shows that the current consumer experience associated with products that can evoke nostalgia, reflects past experiences, not as a form of emotion. This means that the product can be a tool for controlling an individual's past experiences and eliminating negative feelings that arise.

Different studies on consumer behaviour show a direct relationship between nostalgia and intentional consumption in restaurants that use ancient buildings (Chen et al. 2014). Restaurant nostalgia is an important component to provide a distinct experience for consumers. The nostalgic experience that consumers go through an ancient restaurant setting, provides a special attraction for consumers even though consumers do not experience the ancient times that are activated by the restaurant (Chen et al. 2014).

## **2.3 Adaptive Reuse**

Spaces that are processed to function become more commercially valuable, economically profitable, while maintaining the shape of existing buildings so that they are preserved (Fajarwati and Wulandari 2020). This is known as adaptive reused. Preserving historic sites become the option to reuse the old building in adaptive reused. (Bullen and Love 2011) stated that adaptive reuse as the concept of conservation of heritage buildings by utilizing different functions, while still maintaining the original shape of the building. Sustainability strategy encompasses three things: economic sustainability, social and environmental. Adaptive reused is not only intended to benefit economically, but there are thoughts relating to the protection of culture in the form of heritage buildings. Some buildings are even recommended to be immediately converted, related to maintenance, avoiding damage and extinction, if not utilized as soon as possible (Conejos, Langston, and Smith 2011). In addition to the three things mentioned above, adaptive reused also involves things that strengthen the process, namely physical building, legality, technology, functional and political. All related matters must be done holistically (MisiIrlIsoy and Günçe 2016). Adaptive reused of heritage buildings allows us to preserve culture and trace the history of human life. The authors encounter many old buildings that original purpose has rendered them obsolete, now become new uses. Restoring the sites for new function become a challenge in creative architecture discipline (Schittich 2012). Utilization the residential became the public space is one of the strategies for sustainable use of space (Fajarwati 2017).

## **3. Methods**

The method used in this research was quantitative design specifically descriptive study. Descriptive study was obtained by distributing online questionnaires or survey to restaurant visitors over a period of a year. Statistical descriptive analysis was conducted in this study.

## **4. Data Collection**

All the participants were given online questionnaire consists of photos of building elements for triggering memory nostalgic and questions about nostalgic memories evoking by the photos, questions regarding the intention to revisit to The *Rumah Macaroni Panggang*, and demographic data.

Participants were 49 persons (89.8% female and 10.2% male) and ranging from 16 to 60 years old ( $M=36.08$ ;  $SD=11.653$ ). The authors proceed only the participants who ever visited The *Rumah Macaroni Panggang*, Bogor, Indonesia. In average, they've ever visited this place more than twice. The authors assumed that they love this place. Reason to visit this place most because of its food and ambience (53.1%). Information about the participants is showed in Table 1.

Table 1. Participants' Demographic Data

Aspects		N	%
Gender	Female	44	89.8
	Male	5	10.2
	Total Participants	49	100
Numbers of visit	Once	14	28.6
	Twice	11	22.4
	Three times	9	18.4
	Four times	2	4.1
	Five times	4	8.2
	More than five times	9	18.4
	Total	49	100
Living Area	Bekasi	5	10.2
	Bogor	6	12.2
	Depok	2	4.1
	Jakarta	31	63.3
	South Tangerang	5	10.2
	Total	49	100
Reason to visit	Food	19	38,8
	Ambience	4	8,2
	Both	26	53,1
	Total	49	100

At the beginning there were 54 persons participated in this study, but five persons among them were never visited The *Rumah Macaroni Panggang*. The authors decided to proceed 49 participants since nostalgic about this place only could trigger for person who ever visited this place before. The forty-nine participants were given survey questionnaire which consists of picture and statements of building elements and nostalgic (see Figure 1 to Figure 5). Pictures of building elements that could trigger the positive emotional nostalgic. The authors choose some of building elements which identic with colonial design such as window, door, terrace, and ceiling. Then the participants had to fill the questionnaire of 6 statements about building elements and nostalgic ( $\alpha=0.880$ ). The statements were: “*The window element triggers my positive emotion nostalgia*”, “*The door element triggers my positive emotion nostalgia*”, “*The stone wall element triggers my positive emotion nostalgia*”, “*The terrace triggers my positive emotion nostalgia*”, “*The ceiling triggers my positive emotion nostalgia*”, and “*The whole place triggers my positive emotion nostalgia*”. The participants were response to these statements by chose one of the scales from 1=’very low trigger me’ up to 5=’very high trigger me’. The authors also asked the question “*How is your intention to revisit to this place?*” with answers scale from 1=’very not intent to revisit’ up to 5=’very intent to revisit’. This survey questionnaire was given to the participants via online.



Figure 1. Windows in *Rumah Macaroni Panggang*  
Source: Private collection, 2020



Figure 2. Doors in *Rumah Macaroni Panggang*  
Source: Private collection, 2020



Figure 3. Ceiling in *Rumah Macaroni Panggang*  
Source: Private collection



Figure 4. Terrace in *Rumah Macaroni Panggang*  
Source: Private collection



Figure 5. Architecture of *Rumah Macaroni Panggang* and Stone Wall Finishes  
Source: Private collection

## 5. Results and Discussion

The *Rumah Macaroni Panggang* restaurant offers European cuisine adapted to Indonesian taste. In accordance with the name of the restaurant, it was previously a residence that was converted into dining rooms. There was a change in the main function of the house which was previously a private space and then a public space. When entering this place, one will feel the atmosphere like in a colonial house in the Dutch era. The symmetrical layout of the house, the existence of a corridor as a barrier, as well as a liaison between spaces, and a spacious porch, are typical forms of houses that were built in the colonial period. When a house is turned into a restaurant, then the identity, the function, and the zoning of the space, which was previously dominated as a private area, are change. The public space has used the private identities to become the identities of certain groups that are their target audience. When private area transformed into a commercial space in the form of a restaurant, spaces with ethnic identities in urban areas will become part of the public space. Public space is a place that can be physically demonstrated and can be occupied, which actually has two meanings, namely *public space* and *public sphere* (Fajarwati, Koesoemadinata, and Sondakh 2019). As a building that was previously a residence, this restaurant adapts the condition of the old building to be converted and utilized into a new function with an adaptive reuse approach. The space's zone was previously a private space. It is used as a public space by maintaining the facade of the old building following the conditions of the city of Bogor, which has influenced by the Dutch colonial period. This adapted building can invite visitors and bind with their memories to return to the restaurant through an adaptive reuse approach. The purpose of the adaptive concept is to reuse architecture socially, economically, and environmentally can be done appropriately.

Indonesia experienced the Dutch colonial period from the 16th century until independence in 1945. At the end of the Dutch occupation period, there was a change in the form of residential architecture in European style (Wiryomartono 2013). In 1925, the Art Deco style began to shift the more 'luxurious' 'imperial indische' style which dominated in the previous colonial architecture. The Art Deco style, which was simpler and more adaptive to tropical conditions in Indonesia, developed rapidly which was applied to the houses of the Dutch and the aristocracy (Kusno 2012). This architecture is growing and starting to incorporate the modern style of the 1950s. This kind of mixed Art Deco and Modern style house building was still left when the Dutch had to leave Indonesia (Indra 2018). All and foreign-owned assets were taken over through the Nationalization process in 1957 (Lindblad 2002). The building model, which was dated from the Dutch era, later taken to the Indonesians. These heritage buildings (including residential houses) are then passed on to the next generation who know that the house belongs to their family and leaves behind memories as grandmother's house. The characteristics of those heritage building, which is a legacy of the last era of the Dutch population, uses a lot of line components that are repeated and apply rock material. In addition, building houses in the past were built with terraces supported by supporting poles for semi-private gathering spaces. The character of this building then connects the memory of the restaurant's visitors with their grandparent's house and memories of the past. The memories that emerge are not those of the colonial period, but the period afterward, because the visitors' grandparents were people who inherited the house from the colonial era.

Visually makes visitors as if they are in the private realm of a house that has become their 'right' to enjoy it. Rooms in buildings that were previously functioned as dwellings were formed with supporting facilities for daily activities that took place in the house, such as receiving the guests, living room, eating, sleeping, studying, cooking, bathing, and so on. Residential buildings that have been converted into restaurants have experienced a change in activity, so that the facilities provided have also changed. In general, buyers who attend a restaurant aim to eat, buy food, pay and also go to the toilet. Amenities spaces in residences turned into a restaurant facility. (Table 2)

Table 2. Zoning Area Transformation

House: As residential	House: As restaurant
Private Space.	Public space.
Only the members of the family have access to use the facilities.	Everyone has access to use the facilities for eating.
Zoning Area: 1. Terrace: Semi-public 2. Living room: Semi private 3. Dining room: Semi private 4. Bedroom: private 6. Workspace: private 5. Kitchen: semiprivate / service	Zoning Area: The all sections of zoning became public and semi-public areas, except the kitchen. In addition, there is a new area in the restaurant that is cashier that is private.

The house that converted into commercial space functions as restaurant *Rumah Macaroni Panggang*, has strength in terms of memories generated from the building's exterior and interior. Visitors not only come from Bogor, but also those who are dozens of miles away to this place. They not just sit back and enjoy the food but also enjoy the atmosphere of colonial house and its identic welfare. Restaurants as part of the destination of tourism industry, from theoretical view point will stimulate much-needed empirical research the instruments such as product image, emotions, memories, satisfaction, and behavioural intentions in several contexts (Ali et al. 2016). Utilization home or ancient buildings from the Dutch period into a restaurant or other commercial space, took place in several major cities. Some interior function of old residential was changed became the capital for commercial space. (Rahma et al. 2017) showed in their research with the study case restaurant in Bandung, that the visitor's nostalgic experience was much needed by restaurant interior elements, especially decorative elements and colonial furniture. Past memories relate with the relationship between perception, customers and interactions in the restaurant. As Lee (2015) said that there is connection between nostalgia and memorable tourism experiences, that significantly positive relationships between culinary attraction, cultural inheritance and nostalgia. Interior elements as one of the variables forming the ambience of space can be proven effective in evoke the experience of nostalgia in restaurants. The interior design is one of the factors that can stimulate nostalgia.



### 5.1 Numerical Results

Based on table 3 the highest mean of building elements trigger psychological emotion nostalgia was terrace (M=3.53; SD=0.915) and the lowest mean was ceiling (M=2.76; SD=0.990). In other words, terrace was the most triggering building elements to nostalgia. There were 42,9% of participants reported that terrace was quite high trigger them of psychological positive nostalgia (see Table 4). Perhaps the terrace as the front part of the restaurant, gives memorable feeling for the participants as they first step inside the restaurant. Another building element that also triggered nostalgia of the participants were stone wall and window. It was also supported on data from Table 3 showed that terrace had the highest mean from this study. The authors assumed that terrace, stone wall, and window, look very old design that give impression on colonialism. Its design could trigger the memorable experience or emotion nostalgia.

Table 3. Descriptive Score

No	Statement/Question	Mean (M)	Standardized Deviation (SD)
1	Window element triggers my positive emotion nostalgia	3.31	0.652
2	Door element triggers my positive emotion nostalgia	3.14	0.913
3	Terrace element triggers my positive emotion nostalgia	3.53	0.915
4	Stone wall element triggers my positive emotion nostalgia	3.39	0.953
5	Ceiling element triggers my positive emotion nostalgia	2.76	0.990
6	Whole place triggers my positive emotion nostalgia	3.41	0.762
7	How is your intention to revisit to this place?	3.31	0.847

Table 4. Survey Results

Response	1	2	3	4	5	6
1=very low trigger me	-	2%	2%	2%	8.2%	6.1%
2=quite low trigger me	10.2%	22.4%	10.2%	14.3%	36.7%	57.1%
3=average trigger me	49%	40.8%	32.7%	38.8%	28.6%	26.5%
4=quite high trigger me	40.8%	28.6%	42.9%	32.7%	24.5%	10.2%
5=very high trigger me	-	6.1%	12.2%	12.2%	2%	-
	100%	100%	100%	100%	100%	100%

Note: 1=window; 2=door; 3=terrace; 4=stone wall; 5=ceiling; 6=whole place

Based on Table 3, whole place of The *Rumah Macaroni Panggang* had second highest mean in this study, which means that the restaurant still gives its own nostalgic impression for visitors. As mentioned above, the history of Indonesia is identic with colonial imperialism for hundreds of years. *Rumah Macaroni Panggang* not only raise “home sweet home feel” but also memorable colonialism long history. This study was relevant with previous studies (Hwang & Hjun 2012; Lee 2015). It also relevant with the nostalgia conceptual that emotion from the past experience including history could give impact on present and future emotion (Cheung et al. 2016; Routledge et al. 2013; Wildschut et al. 2006). “Home sweet home feel” is similar with “gathering with family and friends” which could bring life satisfaction among us (Ye et al. 2018). Based on Table 4, it is known that 57.1% of visitors admitted that the whole place of *Rumah Macaroni Panggang* is quite low trigger nostalgic. This finding was relevant with previous study stated that young people have no historical nostalgia in the past where the ancient buildings were activated (Chen et al. 2014). But at least the overall design of the Baked Macaroni House evokes the experience of an ancient building.

Table 5. Intention to Revisit

Question	1 very not intent to revisit	2 not intent to revisit	3 quite intent to revisit	4 intent to revisit	5 very high intent to revisit	Sum
How is your intention to revisit to this place?	4,1%	4,1%	57,1%	26,5%	8,2%	100%

Based on Table. 5, the result showed that more than 50% of participants have intention to revisit *Rumah Macaroni Panggang* (from quite intent to revisit up to very high intent to revisit). The old design of the building which trigger nostalgia, could give economic value to this place. The intention to revisit this place means that the restaurant has economic raising potential. This finding has similar result with Lee (2015) and Chen et al. (2014). Food and ambience in this study could become good aspects for increasing nostalgia. Then the nostalgia motivate person to reorder for consume in this restaurant (Hwang and Hyun 2012). Obviously, it could give positive impact to the owner.

The personal emotion cannot directly influence memorable experiences at reconstructed heritage sites, the site's owner can provide authentic decoration and finishing interior to enhance the visitor's nostalgia. The purpose of heritage sustainability could be facilitating by these strategies, that enhance memorable experiences amongst visitors and may increase the revisit intention (Lee 2015). Nostalgia experience is the emergence of a "sense" that is generated through various things around the individual, one of the triggers is the existence of interior elements in a space that can be captured by sensory input aspects consisting of visual, hearing, touch, taste, and smell. Customer pleasure in the restaurants can be generated by utilizing the significant impact of personal nostalgia. Hiatus plays an important role in the relationship between nostalgia and pleasant customer responses. Nostalgia triggers a pleasant response at a higher level about their experience in the restaurant, over time after the restaurant visit (Hwang and Hyun 2013). Nostalgia has impacts on consumption intention and varies depending on the individual. The younger customers have considerations related to prices, so we need important considerations in utilizing nostalgia in marketing (Chen et al. 2014).

Promotion purpose can achieve with keep the old building design besides special menus or foods. The participants of this study were people with large range of age, from young generation to old generation. The mean of the age showed that majority of the participants was young people that give evidence old fashioned style building is relevant to them. The colonialism design was successful to trigger positive nostalgia amongst visitors. It is relevant with Hwang and Hyun (2013) that nostalgia could raise with perception of nostalgic experience (colonialism history), sensory inputs (food, aroma, exterior and interior design) and memorable events which is individualized experience. The authors did not measure life satisfaction which it could trigger by nostalgia (Ya, Ng, and Lam 2018). Nostalgia could give impact to elevate the present and future life satisfaction. People with low past life satisfaction, after triggering their nostalgia, they will have greater present and future life satisfaction. It becomes limitation of this study

The adaptive reuse of the house into a restaurant resulted in changes to the interior design space suit current activity. Creativity required in processing the element interior parts that are retained or to be removed, in association with nostalgia and effective use of space. Interior elements of the ancient restaurant area that were captured by visual sensory inputs became the most powerful trigger in causing nostalgia because in general there has not been much change since it was founded (Sasi et al. 2019). In an amount of important consumer behavioral responses, nostalgia with a suggested differing influence being recognized as different form with personal nostalgia. As nostalgia has potent advertising appeal, it is also used ordinarily. This also increases accuracy in forecasting customer feedback (Marchegiani and Phau 2013). The purpose of this restaurant interior processing is to attract visitors to be able to enjoy the ambience of a comfortable dining place and make them interested to come back to visit the restaurant again. Utilization of the function shift will eventually become a profitable sale.

## **6. Conclusion**

The adaptive reuse building with old fashioned design, could trigger nostalgia amongst the visitors and give impact to intention revisit this old design-reuse building. As long as heritage buildings have building constructions that can still be explored and processed for new functions that can be economically and socially beneficial and do not harm the environment, adaptive reuse is the best option. Through adaptive reuse, managers can take advantage of the nostalgia value stored in buildings. Nostalgia raises motivation for people to reorder or consumption and this give positive side for economic value. Restaurant with its old design was proven attractive all generations, from young to old generations. Referring to this, reuse building with its old design could be a promotion tool for gaining visitors to come. For future research, it is suggested to measure the life satisfaction changing related to interior and exterior design of the building, as well as the stress level reduce after visiting the place (Sedikides and Wildschut 2020).

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