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Public Uses of the Corporate Architectural Design in Indonesia, Case Studies: Three post offices

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Abstract

This research aims to verify the potential of buildings of a postal service company in providing places for public. To achieve this goal, some field observations, interviews and evaluation of public activities at three commercial buildings were conducted. The public uses and the ways the company manages the buildings that enable public activities were evaluated. The results of the research show that some types of public activities are identified. The types of the public activities are related to the way the company manages the places and the physical characters of the places.

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Keywords: Public; uses; corporate; architecture

1. Introduction

Local and foreign investment in Indonesia has been rising, supporting its increasingly fast economic growth that reached 6% in 2010 and topped 6.5% in 2011 (BPS-Statistics Indonesia, 2012). Development of commercial buildings in many cities in Indonesia has been characterizing the growth of the economy. New malls, department

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stores, hotels and offices buildings and other commercial buildings are raised in many places in line with the growth of the economy. Unfortunately, the growth of many areas in Indonesia is not managed appropriately. Government regulations in terms of urban design are not developed well, even in many big cities in Indonesia such as Jakarta and Bandung. The lacks of public space in many urban areas are also acknowledged. Cities governments are considered providing very few public space and public facilities. Meanwhile, the private sectors keep developing their buildings without contributing adequate facilities to support public activities. The dangerous combination of the weak governments, lack of regulations in terms of urban design and lack of awareness of private sectors in providing public facilities and cultural preservation become threats to many cities. Adhitama and Komatsu (2013) in the research on the corporate architectural design standards of eleven prominent Indonesian companies identified that more than 36,000 buildings and outlets were built in Indonesia based on the standards. Most of the companies only concern about how they facilitate their commercial business activities. By considering the large numbers of buildings developed by the companies in many cities, with appropriate efforts, they may be able to contribute widely to facilitating public activities. So, it is important to understand what and how company or organization may contribute to facilitating public activities.

2. Literature review

Public activities in terms of effects of the buildings as physical resources of public activities and the relation among the activities were analyzed by Aziz and Said (2011), Hanan (2012), Jalaladdini and Oktay (2013), Kurniawati (2012) and Nasution and Zahrah (2012). Regarding corporate architectural design, Kirby & Kent (2010) stated that it eases the staffs and customers performances to enhance company productivity. Rapoport (1977, p. 300) identifies boundaries, supportive facilities, rules of behavior, and relation to other places as the environment resources that enable activities in a place. The previous researches indicate the aspects should be evaluated to discover how certain activities occur. The contribution of companies has been evaluated in terms of the relation between fiscal intentions and organization contribution to public. In the field of business and management, Thomas and Cross (2007) evaluated the role of corporations as agents in the place making through corporate social responsibility (CSR). They proposed a basis for developing theories of the interdependence between organization and places by presenting an analytic scheme for examining the place building characters of organizations. They introduced the characters of organizations as place maker by analyzing the corporate culture, behaviors, values, visions, missions and priorities of companies. Nevertheless, the contribution of corporation or organizations in providing facilities for public, especially in Indonesia, is less evaluated.

3. Objective of the research

This research aims to discover how a company contributes to facilitating public activities by investigating the public uses of three commercial buildings and the ways the company manages the places. The research was conducted by analyzing the occurred public activities in the relation to the physical setting and the rules as the environmental resources of the activities.

4. Methodology

Three buildings of a state-owned company were analyzed to achieve the goals of the research. The company runs its commercial business of postal, parcel and financial services. The company was selected from the evaluation of eleven prominent companies in Indonesia and considered as one whose buildings with adequate characters in the relation to the objective of this research (Adhitama and Komatsu, 2013, Op. Cit.). The three buildings were different in terms of physical characters and context in Jakarta city and Bandung city of Indonesia. The buildings were developed by referring to the Corporate Architectural Design Standard that was developed by the company. The buildings were renovated by applying the standard. In the application process, the company conducted different ways by considering the characters of the original buildings (Adhitama and Komatsu, 2014). Case 1 was a heritage building located in a governmental office area; Case 2 was also a heritage building located in a heritage service and trade area; and Case 3 was a modern building located in a new business area. In the cases 1 and 2, the characters of

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