

UNIVERSITI TEKNOLOGI MARA

**THE APPLICATION OF BAMBOO
AND RATTAN ELEMENTS OF
CHINESE DESIGN IN THE
TEAHOUSE**

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ABSTRACT

Previously, the local tea house faces the challenge of its identity with cultural change as teas of different kinds became popular throughout the world through the centuries. Customers have used the various occasions, as in Malaysia, tea houses mostly are marketing to high-end customers and are designed for people to gather with a group of family, friend, and meeting for business purpose. Besides, the tea house will offer set meals and tea knowledge experience to attract more customers as their gathering places strive to make their facilities more attractive, welcoming and comfortable. Bamboo is frequently employed in various architectural spaces, because of its special qualities as a green material. The bamboo architecture creates a sort of airy, light environment with the purpose of chinese architecture. This study aims to analyze the application of bamboo and rattan elements of chinese design in the teahouse. The specific objective of the study, to identify the application of bamboo and rattan elements in the teahouse and to investigate the effect of bamboo and rattan elements on customers in the teahouse. This study is conducted at the teahouse inside The Gardens Mall at Mid Valley City Kuala Lumpur mall. This research is based on data gained from site observations in the mentioned location prior to identify the application of bamboo and rattan elements in the teahouse, as well as through questionnaire's feedbacks obtained from 10 targeted respondents from the teahouse itself, in order to investigate the effect of bamboo and rattan elements on customers in the teahouse. The outcome indicate that rattan and bamboo elements can be found in the teahouse but still lack as only the common elements were used. In addition, it was shown that the majority of respondents supported the use of bamboo and rattan elements in the teahouse since they believed it might make customers stay longer in the tea house and have a positive effect on customer's preferences in the tea house followed by the implementation of the interior attracted customer.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

After the Chinese merchants came to Malaysia, tea was most certainly been imported and the country has enjoyed it for hundreds of years. The term teahouse first appeared in the Yangtze River region. It was known as a tea building in Guangdong, Guangxi, and Hunan provinces (Ge et al. 2016). There were names in the historical record such as tea shop, tea room, tea market, Tiffin, tea club, tea hall, and tea garden. Despite their distinct names, they follow the same practices and patterns.

Nowadays, teahouses are more than just a relaxing spot for people to spend time with family and friends, they also have an inspiring atmosphere for people to come up with creative ideas or thoughts, which is a bonus after a busy day or a must-have item for workers and students. (Kuan, 2017). As Malaysians buying power and social activity participation are increasing, and the country's teahouses are in high demand. People can dine at teahouses because they not only have complete menu sets but also because of developments in Malaysian lifestyle and patterns. Besides, it often serves as vital social centers for the local community, where people meet to talk, watch sports, or simply relax with a warming brew.

1.2 Background of the Study

There are several teahouses or tea cafes in Kuala Lumpur's capital that appeal to tea connoisseurs by offering a decent variety of rarer loose-leaf teas. The existing teahouse has less attraction toward people's first view in design appearance. Teahouses are unique places where Chinese people can drink tea. Teahouse is a special spot where people can enjoy themselves, purchase and sell products, and address issues, so it is appropriate for both the young and the elderly, male and female (Ge et al., 2016).

People from all over the world are brothers in the teahouse. They drink and talk about national issues, housewives, and heartfelt matters. As a result, a teahouse can be called a concentrated society (Ge et al., 2016). People may also select a teahouse based on service, price, and other factors because there are too many to choose from in the