

VISUAL NARRATIVE IN THE MIKCOFFE INTERIOR: AN ANALYSIS OF VISUAL ELEMENTS AS SHAPER OF SPATIAL IDENTITY

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ABSTRACT

This study aims to analyze the visual narrative within the MIKCOFFE interior by examining the visual elements that shape the space's identity. A descriptive qualitative approach utilizing visual analysis methods was employed. Data were gathered through observation, visual documentation, semi-structured interviews, and a literature review. The analysis focused on elements such as the logo and typography, color, wall illustrations, materials, vegetation, and lighting—specifically within the transitional corridor area. The findings reveal that these visual elements collectively create a spatial character that is modern, natural, warm, and simple. A stylized coffee bean logo, coffee plant-themed illustrations, a natural color palette, the use of vegetation, and warm-white lighting construct a visual narrative centered on coffee, nature, and warmth. The corridor serves not merely as a circulation path but also as a medium for visual communication that reinforces MIKCOFFE's character. The study demonstrates that consistency between graphic identity and interior elements can establish a communicative spatial identity and provide visitors with a distinctive visual experience.

Keyword: Interior Design, Coffee, Visual Narrative, Corridor

INTRODUCTION

The evolution of the creative industry and contemporary lifestyle trends has transformed the function of cafes; they are no longer merely venues for consuming food and beverages but have evolved into spaces for social interaction and platforms for expressing visual identity (Ghozali et al., 2025). In terms of interior design, a cafe can establish a distinct character through the strategic use of visual elements—such as color, form, materials, lighting, furniture, décor, typography, and spatial layout. These elements serve not only aesthetic and functional purposes but also shape the visitor's experience and perception of the venue's character. This perspective aligns with the reference literature, which positions cafe interiors as a medium for representing lifestyle, identity, and social interaction through visual expression (Eko Pujiyanto et al., 2024).

In the interior design of commercial spaces, identity is a crucial aspect, as it allows a venue to possess a distinctive character that sets it apart from others. Spatial identity is not merely established through the use of logos or brand names rather, it is conveyed through the visual experience visitors encounter upon entering and utilizing the space (Andina & Zulaikha, 2024). Elements such as color selection, materials, furniture forms, lighting, graphics, and the arrangement of objects within the interior work together as a cohesive visual whole to communicate a specific character. Thus, the interior can be understood as a medium of visual communication, enabling a café to convey its values, atmosphere, and identity to its visitors (Putu et al., 2026).

This phenomenon can be examined at MIKCOFFE, where interior elements serve to shape the space's character. The presence of various visual elements within MIKCOFFE's interior offers a visual experience that transcends mere spatial function, influencing how visitors perceive and interpret the venue. Elements such as color, materials, lighting, furniture, décor, typography, and spatial composition combine to form a visual unity that establishes a distinct atmosphere and character. In this context, each interior element is viewed not in isolation, but as part of a visual narrative that constructs the visitor's experience of MIKCOFFE.

A visual narrative within an interior emerges when design elements interconnect, conveying a specific message or impression to the space's users. Consequently, a space can be understood as a visual medium—something to be seen, experienced, and interpreted (Widyani Aura & Irma Maulina Hanafiah, 2023). In the journal serving as the reference for this study, for instance, the combination of form, color, character expression, materials, and lighting is viewed not merely as aesthetic components, but as integral parts of the process of communicating the space's story, meaning, and identity. A similar approach can be applied to examine how the visual elements within the MIKCOFFE interior interact to shape the space's identity.

The study of visual identity in café spaces is significant because a café's character is shaped not only by graphic identity applied to promotional materials but also by the physical space directly experienced by patrons. Elements such as typography serve as identity markers; color establishes a specific atmosphere; materials convey visual character; and lighting and spatial layout influence how visitors perceive these combined elements. Previous research has even identified typography as a focal point capable of reinforcing spatial identity and the café's overall image (Maya Pratiwi et al., 2026). While existing studies on café interiors have extensively covered color, lighting, furniture, décor, layout, and the visitor experience, the interrelationship of visual elements—acting as a narrative that collectively defines spatial identity warrants further specific investigation. Interior elements serve not merely as aesthetic and functional components but also as a medium for visual communication, carrying symbolic and emotional value (Indah et al., 2025). Therefore, a study of the MIKCOFFE interior is essential to understand how various visual elements within the space interact to construct a visual narrative and shape the character and identity of MIKCOFFE.

Based on the foregoing, this study aims to identify the characteristics of visual elements within the MIKCOFFE interior, analyze how the relationships between these elements shape a visual narrative, and understand the role of that narrative in establishing the space's identity. Through this research, the interior is viewed not merely as a physical space accommodating visitor activities, but also as a medium of visual communication capable of conveying identity through the spatial experience. The findings are expected to provide insight into the relationship between interior design, visual narrative, and spatial identity, while serving as a reference for developing commercial spaces that possess a consistent and communicative visual character.

RESEARCH METHOD

Based on the foregoing, this study aims to identify the characteristics of visual elements within the MIKCOFFE interior, analyze how the relationships between these elements shape a visual narrative, and understand the role of that narrative in establishing the space's identity. Through this research, the interior is viewed not merely as a physical space accommodating visitor activities, but also as a medium of visual communication capable of conveying identity through the spatial experience. The findings are expected to provide insight into the relationship between interior design, visual narrative, and spatial identity, while serving as a reference for developing commercial spaces that possess a consistent and communicative visual character.

Research data were collected through direct observation, visual documentation, and semi-structured interviews (Rifany Syahrizal Oktavian & Fuad Nasim Hamid, 2024). Observations involved examining the interior conditions and noting the characteristics of visual elements within the MIKCOFFE space. Visual documentation

was carried out by photographing interior areas deemed to possess significant visual character relevant to the analysis. Meanwhile, semi-structured interviews were conducted with MIKCOFFE management and patrons to gather information regarding the spatial concept and perceptions of the displayed visual character. These techniques adapt the data collection methods from a reference study that utilized observation, documentation, and interviews to gain insight into design concepts, meaning, and user perceptions of the space.

In addition to primary data, this study utilizes a literature review as a source of secondary data, covering theories regarding visual narrative, visual identity, interior design, and visual communication (Wahono & Prihantoro, 2025). The collected data were analyzed by identifying and categorizing visual elements—such as color, shape, material, lighting, furniture, typography, and decorative elements—and subsequently interpreting the character and relationships formed among these elements. The analysis results were then used to understand how these visual elements function cohesively to shape the visual narrative and reinforce the visual identity of the MIKCOFFE space. To ensure data validity, the study employed source triangulation, comparing findings from observation and documentation with those from interviews and the theories serving as the analytical framework. A triangulation approach was also utilized in the reference journals to ensure the accuracy of the interpretation regarding the research object.

RESULTS AND DISCUSSION

MIKCOFFE Description



MIKCOFFE is a café that embraces a spatial concept characterized by a modern, warm, and natural approach, evident in the design of both its façade and interior. Visual observation reveals a relatively simple composition for the café's frontage, dominated by white surfaces and large glass openings. The use of glass at the front establishes a visual connection between the exterior and interior, allowing activities and the atmosphere inside to be seen from the outside. The café's identity is reinforced by the prominent display of the "MIKCOFFE" logo and typography on the façade, serving as both a focal point and a primary identifier of the establishment.

The Results and Discussion MIKCOFFE blends neutral and natural tones—such as white, black, and wood-brown—with the green hues of surrounding vegetation. This combination is enhanced by warm-white lighting applied to the façade, signage, seating areas, and selected plant features; the warm light creates a cozy atmosphere while contrasting with the building's white surfaces. Natural materials and textures are evident in the wood-toned furniture and the breeze-block elements on the façade. The prominent presence of plants in both outdoor and indoor areas further reinforces the natural character, softening the rigid impression created by the building's geometric forms.

MIKCOFFE's visual identity is also evident in the consistent interplay of signage, color, materials, lighting, furniture, and greenery. The MIKCOFFE logo on the façade features a simple shape with a coffee-related symbol, paired with bold, easily recognizable sans-serif typography. This signage serves not merely to identify the venue but also acts as an integral part of the façade's visual composition. In commercial interior design, typography and visual composition serve as communication tools that shape how users perceive a space's identity. A similar concept is observed in the reference journal, where interior typography acts as a focal point that reinforces the space's identity and the café's image.

Overall, the aesthetic of MIKCOFFE demonstrates a harmonious blend of graphic and interior elements in shaping the space's character. The use of simple forms, a neutral color palette, wood-toned materials, warm lighting, glass openings, and greenery creates an impression that is modern yet natural and inviting. Thus, MIKCOFFE's identity is not merely conveyed through its name and logo but is also embodied in the visual experience of the space. This integration of elements forms the foundation of MIKCOFFE's visual narrative, where the space serves not only as a setting for customer activity but also as a medium that communicates the café's character and identity.

Visual Description of the Hallway



The corridor at MIKCOFFE serves as both a transitional space and a link between different areas within the café. Visually, the corridor features an elongated layout and a distinctive character shaped by a blend of graphic elements, lighting, color, and greenery. White walls provide a clean, minimalist backdrop, while the dark ceiling and black door and window frames create a contrast that accentuates the space's direction and depth. This composition ensures the corridor functions not merely as a circulation path, but also as an integral part of the visual experience as visitors move from one area to another.

The most striking feature of the hallway is a mural illustration—themed around plants and coffee—that spans the length of the wall. The illustration employs simple black lines combined with organic shapes in shades of brown and cream. Motifs such as leaves, coffee cherries, and other plant-related elements establish a visual connection to MIKCOFFE's identity as a café. The wall also features the MIKCOFFE logo and wordmark, positioned to serve as a focal point. Integrating the brand identity into the illustration ensures that the hallway's graphic elements are not merely decorative; they also function as a visual communication tool, linking the space's character with the MIKCOFFE brand. In interior design, visual elements such as typography and composition can serve as communicative devices that shape visitors' perceptions of a space.

The character of the space is further enhanced through the use of warm-white lighting directed at the wall surfaces and positioned near the base of the vegetation. Ceiling-mounted track lights provide directional illumination that highlights the mural, logo, and wall textures, while uplighting casts plant shadows onto the vertical surfaces. This interplay of light and shadow adds visual dimension and creates a warm atmosphere in the corridor. The combined use of light, materials, and visual elements plays a role in shaping the emotional impression of the space—consistent with reference studies demonstrating that lighting and materials work simultaneously to shape the spatial experience.

In addition to graphic elements, the presence of live plants along the wall reinforces the natural character already evident in the MIKCOFFE façade. The plants are arranged repetitively along the corridor and paired with river stones at the base of the wall. The combination of the mural's plant illustrations and actual vegetation creates a connection between two-dimensional visual elements and three-dimensional physical elements. The repetition of plants, lighting, and illustrations along the wall also establishes a visual rhythm that guides the visitor's gaze along the circulation path toward the next space. A similar principle is observed in the reference journal, where the repetition of visual elements along a corridor creates a rhythm that directs the user's gaze.

Overall, the MIKCOFFE corridor demonstrates an interplay between circulation and visual communication. The predominance of neutral tones, coffee-themed illustrations, the MIKCOFFE logo, greenery, and warm lighting

creates a cohesive visual unity that aligns with the café's character. Thus, the corridor serves not merely as a passageway but as an integral part of MIKCOFFE's visual narrative, introducing the café's identity through the visitor's journey within the space. The relationship between these graphic and interior elements illustrates how a transitional space can be leveraged to reinforce MIKCOFFE's character and visual identity.

Analysis of Visual Character Elements



The visual character of the MIKCOFFE corridor is established through the integration of several key elements: logo and typography, color palette, wall illustrations, materials and décor, and lighting. Rather than existing in isolation, these elements form a cohesive visual whole that reinforces the space's identity. Observations reveal a character that is modern, natural, warm, and simple, with coffee and plant motifs serving as the primary visual themes. The consistent repetition of these elements—from graphic identity to interior décor—creates a cohesive style that makes MIKCOFFE's character instantly recognizable through the spatial experience.

The MIKCOFFE logo stands out as a dominant element of the brand identity. It features a stylized coffee bean motif arranged to resemble a plant, paired with the word "MIKCOFFE" rendered in a clean, bold sans-serif typeface. Visually, this form creates an immediate association with coffee, reinforcing the café's identity. Its large-scale placement on the wall establishes the logo as a focal point that is instantly visible to visitors entering the corridor. In the context of interior visual communication, typography serves not merely as a name identifier but also as an integral part of the space's identity. Reference studies indicate that typography positioned as a focal point acts as an element that both asserts identity and strengthens the café's image.

In terms of color, the MIKCOFFE corridor employs a palette dominated by cream, brown, brownish-orange, green, black, and white. The cream and white wall surfaces serve as a neutral backdrop, while the brown and orange tones in the illustrations provide warm accents that visually evoke coffee and natural materials. Green hues from live plants reinforce the natural feel, whereas black elements—found in the logo, illustrative lines, ceiling, and glass frames—create a contrast that sharpens the spatial composition. Thus, color serves not merely an aesthetic function but also establishes a consistent, warm, and natural atmosphere throughout the interior.

The wall illustration serves as a key element in shaping the visual narrative of the corridor. It depicts coffee leaves, flowers, and fruit through a line-art style, combining simple black outlines with organic shapes in warm tones. The coffee plant motifs establish a connection between the décor and MIKCOFFE's identity and activities as a café. Applied repetitively along the wall, the illustration creates a visual rhythm that guides the visitor's gaze along the corridor's path. In the context of visual culture, these interior visual elements function as a system of signs; they are not merely decorative but also convey meaning and shape the user's perception of the space.

The natural character of the hallway is further reinforced through the use of live plants, cement-textured pots, and gravel placed along the base of the walls. Interestingly, the live plants are positioned near wall illustrations of plants, creating a visual connection between two-dimensional and three-dimensional objects. The illustrations offer a graphic representation of the plants, while the actual vegetation brings a tangible, living

presence into the space. This combination ensures that the nature theme is not merely a decorative image but is extended through the selection of physical interior elements. Thus, materials and décor become part of a visual language that supports MIKCOFFE's natural character.

Lighting plays a role in unifying these various elements. The use of warm-white track lighting on the ceiling and wall-washers at the base of the walls highlights the logo, illustrations, and greenery. Light directed at the walls creates a play of light and shadow, casting silhouettes of the plants that add visual depth. The warm ambiance generated by this lighting complements the natural tones of the murals and décor. In shaping the interior atmosphere, the interplay between lighting, materials, and visual elements influences how users perceive and experience the character of the space. This is also evident in reference studies, which demonstrate that a combination of light, materials, and visual elements can create a spatial experience that is powerful both visually and emotionally.

CONCLUSION

This study demonstrates that the interior of MIKCOFFE constructs a visual narrative through the integration of various design elements, including the logo and typography, color scheme, wall illustrations, materials, greenery, and lighting. These elements serve not merely as decoration but work together to shape a spatial character that is modern, natural, warm, and minimalist. The stylized coffee bean logo and "MIKCOFFE" typography act as primary identity markers, while illustrations featuring leaves, flowers, and coffee cherries reinforce the visual connection between the space and the café's character. A natural color palette, the use of live plants, gravel, cement-textured planters, and warm-white lighting further enhance the natural and warm atmosphere of the space.

The analysis also reveals that the MIKCOFFE corridor functions not merely as a transitional space but as a component of visual communication that reinforces the café's identity. The repetition of plant illustrations, the presence of the logo, the arrangement of vegetation, and lighting that follows the circulation path create a visual rhythm that guides the visitor's experience as they move through the space. This demonstrates that visual elements within an interior can play a role in conveying a venue's character—aligning with the reference study, which positions transitional spaces not only as physical connectors but also as media for visual storytelling capable of communicating the café's identity and character.

Thus, the spatial identity of MIKCOFFE is established through the consistency between its graphic identity and interior elements. The interplay of the coffee symbol in the logo, coffee plant illustrations, natural colors, vegetation, materials, and lighting creates a visual narrative centered on three key themes: coffee, nature, and warmth. The consistent application of visual elements transforms the interior from a mere setting for activities into an integral part of communicating MIKCOFFE's identity to visitors. These findings highlight the importance of an integrated approach to visual elements in commercial interior design, ensuring that the brand identity is not only recognized via the logo but also experienced through the visual atmosphere of the space itself.

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