

## **DECONSTRUCTION OF LOCAL CULTURAL IDENTITY IN COMMERCIAL SPACE DESIGN AT SHOPPING CENTERS (MALLS) IN BALI**

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### **ABSTRACT**

The influence of modernization and globalization has triggered a transformation in the representation of culture within the interior design of malls in Bali, where contemporary styles are prioritized over the application of local values. Field observations indicate that cultural elements employed in several Balinese malls function merely as decoration, failing to integrate deeper cultural philosophies. This study uses a qualitative methodology, with data gathered through direct observation, interviews, and a review of literature on Balinese cultural principles. The findings reveal that traditional ornaments, such as carvings and motifs, are treated solely as decorative features. Furthermore, these local elements are overshadowed by modern design components that dominate the space. This phenomenon represents a complex negotiation between the demands of globalization, commercialization, and the preservation of local culture. Consequently, the study recommends the integration of Balinese cultural values, specifically the principles of Tri Hita Karana and Tri Mandala, into mall interior design. This approach can transform malls into modern commercial spaces that simultaneously preserve the distinctive cultural identity of Bali.

**Keywords:** design, commercial space, mall, Balinese culture, modernization, cultural identity, deconstruction

### **INTRODUCTION**

Bali is globally recognized as a tourist destination that not only offers natural beauty but also distinctive cultural richness. The cultural identity of Bali is strongly reflected in various aspects of community life, including traditional architecture, belief systems, and social practices that have been passed down through generations. In recent

decades, the growth of the tourism sector and consumer-driven economy has encouraged the transformation of public spaces, including the emergence of modern shopping centers (malls) as part of Bali's evolving urban landscape.

In light of increasing globalization and economic growth, particularly in the tourism sector, Bali has undergone significant transformations, most visibly in modern shopping centers such as malls. Research has shown that in the digital era, cultural identity has experienced complex changes, with digitalization and globalization becoming key factors in shaping and distributing various cultural expressions (Almahdali, et al, 2025).

At their initial emergence, malls in Bali functioned primarily as spaces for consumption and entertainment. Today, however, malls have evolved into social spaces that also reflect cultural identity and the lifestyle of urban communities. As design objects, shopping center architecture such as malls or plazas can reflect lifestyle phenomena and consumer behavior patterns, while also serving as indicators of consumption levels and shopping preferences of their users (Wardani, 2012). The strong influence of global design and modern aesthetics has driven a transformation of malls that sidelines traditional local elements. Field observations show that most malls in Bali do not sufficiently emphasize local cultural identity in their design. Instead, modern elements dominate, creating an imbalance between modernity and local cultural identity within commercial spaces. Some malls in Bali adopt local cultural elements as part of design and branding strategies; however, these are often applied symbolically and detached from their actual cultural meanings. Elements such as carved ornaments, statues of deities, and distinctive Balinese architectural forms are used aesthetically without considering the underlying philosophical or spiritual values. This process marks a deconstruction of Balinese cultural identity namely, the dismantling, shifting, or reinterpretation of cultural meaning in the context of contemporary commercial spaces. This is reinforced by research on public buildings, particularly retail spaces, which are pressured to follow the unlimited flow of globalization, but in Bali, must also reflect local identity. As a result, hybrid designs emerge partial blends where modern dominance is combined with Balinese ornamentation merely to comply with local regulations (Maharani and Yupardhi, 2014).

Against this background, this study aims to examine how Balinese cultural identity undergoes deconstruction in the design of commercial spaces at shopping centers in Bali. It also seeks to understand the impact of modernization on Balinese cultural identity within mall interiors, as well as to identify cultural elements that persist or are being replaced. This study attempts to reveal the dynamics between cultural preservation and the

demands of commercialization. Furthermore, it proposes design strategies that are more contextual, adaptive, and sensitive to local values, in order to address the challenge of cultural sustainability within Bali's modern architectural landscape. The findings are expected to provide guidance for designers and commercial space owners in creating designs that are not only functional and visually appealing but also strengthen and preserve Bali's cultural heritage. Additionally, the study emphasizes the importance of active community involvement in cultural preservation efforts, integrated with innovation to generate positive impacts (Dewi, et al, 2024).

## **METHODS**

This study employs a qualitative approach to explore and understand the phenomenon of modernization in mall interior design in Bali, as well as its impact on the preservation of local cultural identity. The research focuses on interior design elements of malls, including spatial layouts, cultural ornaments, materials, lighting, architectural patterns, and other decorative features. The purpose of this study is to examine the extent to which these design elements reflect Balinese cultural identity within the context of modern design. The research highlights the significance of interior design in establishing a strong identity for commercial buildings, which plays a role in attracting users' attention and creating meaningful experiences. The identity of the *Nusantara* as a reflection of locality must be preserved so that it does not disappear amid the rapid flow of globalization. Therefore, efforts are required to adapt to contemporary developments while maintaining cultural identity, ensuring that it is not eroded or lost. Ideally, this process results in a harmonious integration between cultural preservation and the demands of modern change (Erawati and Nuffida, 2017). In this regard, particular emphasis is placed on integrating local elements such as Balinese motifs, the use of traditional materials (e.g., wood and *paras* stone), and cultural symbols within modern interior design.

Data collection was carried out using three primary techniques: direct observation, semi-structured interviews, and literature review. Direct observation focused on interior design elements in four malls in Bali, examining visual aspects, spatial layouts, and cultural ornaments in detail, documented through photographs and field notes. Semi-structured interviews were conducted with mall visitors to gather their perspectives on the relationship between mall interior design and cultural identity. These interviews aimed to capture visitors' perceptions of the presence of cultural elements in existing designs. The literature review included academic journals, books, and relevant architectural documents

to explore how traditional design principles can be adapted in modern contexts. The references reviewed encompass various studies on the integration of cultural elements in architecture. In Bali, mall design must also consider cultural aspects, such as alignment with local traditions and architectural norms, with special attention to the philosophy of *Tri Hita Karana* in spatial planning and design.

The data obtained were analyzed using descriptive qualitative techniques through three stages: first, data reduction to filter relevant information related to cultural representation, shifting meanings, and public responses; second, data presentation in the form of tables, diagrams, or descriptive narratives; and finally, conclusion drawing using a deconstruction theoretical framework to interpret how Balinese cultural meanings are reconstructed and redefined within the context of modern commercial spaces. The results of this study are expected to provide a comprehensive overview of the modernization of mall interior design in Bali, particularly regarding the integration of traditional elements into modern design without diminishing local cultural values.

## **RESULTS AND DISCUSSION**

### **Negotiation between Local Culture and Globalization in Spatial Design**

The development of shopping centers in Bali has undergone rapid transformation in response to modernization and global market demands; however, these changes often neglect the cultural aspects that have long defined Bali's identity. Many malls that once incorporated Balinese architectural features have now shifted toward minimalist and modern designs, which, while efficient and functional, diminish the local characteristics that make Bali unique. This situation has led to the deconstruction of Balinese cultural identity, as it is compelled to negotiate with global values such as modernity, consumerism, and international design standards within commercial spaces designed for tourists and urban communities.

One of the most affected aspects is the application of the *Tri Mandala* concept, a Balinese principle of spatial division that categorizes areas into *utama mandala* (sacred space), *madya mandala* (semi-public space), and *nista mandala* (public space). In traditional architecture, this concept ensures balance between private, social, and spiritual realms. However, many modern malls in Bali disregard this principle, focusing instead on optimizing commercial space. As a result, spatial design becomes monotonous and loses its connection to Balinese spatial philosophy, which could otherwise provide a more harmonious atmosphere for visitors.

Furthermore, many malls have eliminated characteristic Balinese ornaments that once played an important role in commercial architecture. Elements such as *candi bentar* (Balinese split gates), *paras* stone reliefs with traditional motifs, and wood carvings rich in symbolic meaning are now rarely found. Yet their presence not only reinforces visual identity but also conveys an exclusive and authentic impression that is difficult to replicate elsewhere.

The exteriors and façades of malls in Bali likewise demonstrate a shift from Balinese styles to more generic forms. Most malls built or renovated in recent years adopt modern designs, featuring expansive glass panels, lightweight steel structures, and minimalist cladding that do not reflect local character. For example, several newer malls in Bali prominently feature large glass façades, excessive LED lighting, and interiors more inspired by global trends than by local culture (Figure 1). Consequently, visitors both locals and tourists no longer experience a distinctly Balinese atmosphere when entering these malls, but instead encounter a setting similar to that of major cities worldwide. The loss of local elements risks eroding Bali's unique appeal in the retail and shopping center sector.



Figure 1. Mall Interior with a Global Concept  
Source. Author, 2025

### **Shifts in Materials: Between Modernity and Sustainability**

In addition to design aspects, significant changes are also evident in the use of materials. Traditional Balinese buildings are known for utilizing natural materials such as teak wood, bamboo, thatched roofs, *paras* stone, and clay. These not only provide a distinctive appearance but also adapt well to Bali's tropical climate. However, in the construction of modern malls, these materials are increasingly rare. Instead, exposed concrete, tempered glass, glossy ceramics, and lightweight steel now dominate, chosen for reasons of efficiency, durability, and cost-effectiveness in the long run (Figure 2). The

drawback of these modern materials is that they do not always offer the same level of comfort as natural materials.



Figure 2. The Use of Tempered Glossy Glass and Ceramic Materials in Mall Interiors  
Source. Author, 2025

For instance, in traditional Balinese buildings, thatched roofs are used because of their natural ability to regulate indoor temperatures, keeping rooms cool even under intense sunlight. Conversely, the use of steel or glass roofs in many modern malls often results in higher indoor temperatures, leading to greater reliance on air conditioning. This not only increases energy consumption but also eliminates principles of sustainability that have long been embedded in traditional Balinese architecture. These shifts in material use demonstrate that modernization does not always align with comfort and sustainability. With careful selection of appropriate materials, malls in Bali could still preserve local elements without sacrificing building efficiency and durability.

### **Transformation of Spatial Experience: Between Modernization and Cultural Values**

Field observations indicate that the absence of cultural elements in mall design influences how people interact with these spaces. In some malls that still retain local features, visitors tend to be more relaxed, engaging in activities such as sitting in open areas with water features or small gardens. By contrast, visitors in modern malls are more inclined to shop quickly, with limited interaction with their surroundings. Therefore, the combination of decorative elements and natural construction materials is essential as a bridge between traditional and modern architecture. One design interpretation can be realized through the use of local materials that emphasize traditional site characteristics, while incorporating modern construction techniques to integrate these traditional features into contemporary buildings (Annisa and Dermawati, 2021).



Figure 3. Dominant Area's Used For Shopping Places

Source. Author, 2025

The distinctive Balinese atmosphere, more apparent in older shopping centers, is increasingly missed by visitors. In the past, these spaces often included areas for cultural performances or small rituals, creating a more immersive experience. Today, however, most malls focus on promotional events or popular music concerts with a commercial orientation, offering little to no cultural integration spaces are predominantly dedicated to retail activities (Figure 3).

Interior features such as walls, floors, and ceilings are generally designed in monotonous ways. Common examples include glass or plain white walls, glossy ceramic flooring, and ceilings with modern lighting fixtures (Figure 4).



Figure 4. Plain Mall Ceiling Design and Showing Iron Frames

Source. Author, 2025

In terms of lighting and ambiance, many modern malls in Bali favor bright white lighting that produces a sterile, urban feel, in contrast to the warmer lighting characteristic of traditional Balinese buildings. This demonstrates that the transformation is not only

physical but also atmospheric, shaping the overall visitor experience.

### **Aesthetics without Meaning: The Reduction of Traditional Balinese Architectural Identity in Commercial**

The incorporation of Balinese architectural elements in the design of commercial spaces within malls in Bali is generally employed as a visual strategy to attract visitors and reinforce a sense of local identity. The presence of local cultural elements not only enriches interior design diversity but also serves as a medium for introducing culture to visitors (Fardhianto, et al, 2023).



Figure 5. Column Design Equipped with Balinese Ornaments as Decorative  
Source. Author, 2025

Characteristic ornaments such as intricate carvings, Hindu deity statues, *candi bentar* gates, and tiered gateways are frequently displayed on façades, at main entrances, and even in interior corridors (Figure 5). However, their application tends to be purely symbolic and decorative, without embodying or adapting the underlying philosophical or sacred meanings.



Figure 6. *Candi Bentar* as an Entrance  
Source. Author, 2025

For example, the *candi bentar* gate, which traditionally signifies a transition into sacred space in temple architecture, is used merely as an entry feature in malls, without reference to Balinese cosmological orientations such as *kaja kelod* (mountain sea axis) or the *Nista madya utama mandala* concept (Figure 6). Similarly, deity statues are often positioned as corner ornaments or landscape accents without ritual placement or cultural treatment (Figure 7). Complete representations of Balinese building elements head, body, and foot are also sometimes repurposed merely as stairway decorations (Figure 8).



Figure 7. Ornaments and Statues of Gods Placed on Corner Decorations or Accents Source. Author, 2025



Figure 8. Bali Buildings in Mall Interiors Used as Decorations  
Source. Author, 2025

This phenomenon reflects a shift from spiritual and symbolic functions to purely aesthetic and commercial roles. Balinese cultural elements are reduced to easily consumable visual imagery, risking the loss of deeper cultural significance. This aligns with the process of deconstruction, in which the original meaning of cultural elements is dismantled, detached from their context, and reconstructed to suit market demands and global design trends.

The implications include a distortion of cultural identity: while Balinese culture appears visually present, its essence is diminished. For locals who understand the sacred

values, this can trigger subtle resistance, whereas outsiders perceive Balinese culture merely as exotic ornaments that enhance shopping and entertainment environments. Thus, designers and mall managers must critically recognize that cultural heritage should not be exploited solely for decoration, but should instead carry embedded values and narratives.

### **Contextual Design Strategies for Preserving Balinese Cultural Identity**

Preserving Balinese cultural identity in commercial space design requires contextual strategies that emphasize not only visual elements but also philosophical values. Contextual design integrates local wisdom with modern functional needs, ensuring that commercial spaces remain rooted in cultural identity. To remain relevant amid global trends, cultural elements should be creatively developed without losing authenticity (Dewi, et al, 2025).

#### **1. Application of Hybrid Concepts in Mall Interior Design**

The hybrid concept in design combines elements of function, style, and technology to create flexible and innovative spaces that adapt to users' needs. This approach allows a single space to accommodate multiple primary functions, such as integrating retail, coworking areas, recreational zones, and social interaction spaces within a harmonious environment. In mall interior design, the hybrid concept can be expressed through the fusion of traditional and modern architecture, the interplay between physical and digital spaces, and the integration of commercial areas with inclusive public zones. By applying this concept, a mall functions not only as a shopping center but also as a multifunctional space that supports social, recreational, and business activities.

In the context of mall interiors in Bali, the hybrid concept can be implemented by combining local cultural elements with modern design features. For instance, natural materials such as teak wood, bamboo, and stone can be combined with contemporary materials like glass and lightweight steel to create harmony between tradition and modernity. By applying the concepts of cultural hybridization and mimicry, contemporary design offers opportunities to revitalize local cultural narratives that have long been overlooked (Sukarwo, 2017). Furthermore, cultural ornaments and symbols can be incorporated by blending distinctive Balinese architectural elements, such as traditional carvings, with advanced lighting and digital technologies to create spaces that feel both culturally distinctive and futuristic (Figure 9).



Figure 9. Mall Entrance Area Implements Hybrid Concept

Source. Author, 2025

The hybrid concept in mall design seeks to balance modern elements with local values, creating a harmonious space between tradition and innovation. The hybrid architectural approach is chosen because it is able to merge two different aspects combining traditional and modern concepts, both in terms of function and building form into a unified whole (Savitri, et al, 2023). This approach allows traditional architectural elements to blend with advanced technology, presenting visitors with a richer and more unique experience. By integrating various functions within a single area, this design not only maximizes land-use efficiency but also fosters sustainability through the optimization of energy use and the application of environmentally friendly materials.

## 2. The Use of Local Balinese Materials and the Importance of Sustainability in Commercial Interior Design

Amid rapid modernization, many commercial buildings in Bali have begun adopting global design trends that often diminish their local identity. The integration of local elements with global influences can be achieved by reviving the original meaning of place and adapting it to contemporary contexts or prevailing global trends. Such an approach fosters more purposeful planning, ensuring that the uniqueness and cultural identity of the area are preserved while simultaneously attracting international recognition and acceptance (Sutandi and Mustaram, 2024).

The use of local materials not only preserves Bali's distinctive character but also supports principles of sustainability and energy efficiency. This design approach aligns with the neo-vernacular concept, which should be implemented across all spatial elements by prioritizing local culture and utilizing natural materials in walls, floors, ceilings, and furniture (Sinuraya, et al, 2019). To maintain authenticity, the incorporation of materials should involve local craftsmanship. This practice not only enhances aesthetic value but also contributes to the sustainability of the local creative economy.

Distinctive materials frequently employed in Balinese interior design include paras stone, Balinese teak wood, bamboo, rattan, and traditional Balinese patterned tiles. Each of these materials embodies deep philosophical meanings and unique characteristics that strengthen design concepts grounded in local wisdom.

a. Balinese *Paras* Stone

Balinese *paras* stone is a type of limestone distinguished by its white or cream color. Its soft texture makes it easy to shape into various decorative elements for interior design. This material contributes to reducing excessive air conditioning use and enhances energy efficiency. Common applications of *paras* stone in commercial buildings include:

- Pillars and columns with traditional Balinese carvings that enhance the building's aesthetic value.
- Accent walls and decorative reliefs, applied in atriums or entrance areas to create a grand and authentic atmosphere (Figure 10).
- Decorative panels, used as space partitions or backdrops in public areas such as food courts and lounges.

b. Balinese Teak Wood

Teak wood is one of the most widely used materials in both architecture and interior design in Bali. It is highly durable, features straight and even grain patterns, and can be intricately carved with traditional Balinese motifs. Applications of teak wood in commercial buildings include:

- Furniture with a modern-traditional design concept, such as chairs and tables in cafés or restaurants within the mall.
- Ceilings and exposed wooden beams, which create a natural and warm atmosphere in the mall.
- Wooden carvings, applied as room partitions or shop doors, adding a distinctive Balinese touch.



Figure 10. Mall Facade With Balinese Scale Stone Carvings and Teak Wood

Source. Author, 2025

c. Bamboo and Rattan

Bamboo and rattan are local materials frequently used in Balinese architecture and interior design. Both are recognized as environmentally friendly, flexible, and lightweight materials. Their applications in mall interior design include:

- Lighting decorations such as hanging lamps made of woven rattan or bamboo, which are distinctive features of Balinese architectural design. These elements create a more authentic atmosphere within indoor mall spaces.
- Room partitions and decorative panels, which provide functional separation while maintaining aesthetic appeal.
- Woven furniture, such as rattan or bamboo chairs placed in outdoor seating areas, which add a tropical Balinese touch to commercial spaces.

d. Balinese Motif Tiles (*Tege*)

Tiles, or *tege*, are flooring materials made from a mixture of cement and sand, typically characterized by distinctive patterns and diverse colors. Tiles with traditional Balinese motifs are particularly suitable for mall interior design. Examples of their application include:



Figure 11. The Use of Tiles on Mall Floors

Source. Author, 2025

- Floor tiles in public interior areas of the mall, such as food courts or main corridors (Figure 11).
- Decorative backdrops and wall finishes, especially in shops or exhibition areas.
- Transition zones between interior and exterior spaces, creating a harmonious cultural impression.

The use of local and environmentally friendly materials in mall interior design plays a crucial role in creating spaces that are not only aesthetically appealing but also sustainable. Materials such as natural stone, reclaimed wood, and roster walls reinforce Bali's cultural identity while simultaneously enhancing energy efficiency by enabling

natural air circulation. The incorporation of eco-friendly materials and the integration of local cultural elements in interior design represent an important step toward fostering a more sustainable built environment and increasing public awareness of sustainability principles (Dini and Yuanditasari, 2024).

### 3. Sustainability in Balinese Culture-Based Mall Interior

The application of sustainability principles in mall interior design is an important step in creating commercial spaces that are not only functional but also environmentally friendly while preserving Balinese cultural identity. Sustainability extends beyond energy considerations to include cultural dimensions. The use of traditional Balinese architecture in both land planning and building design fosters harmony with the surrounding environment. An architectural work attains true meaning when it is accepted by the community in which it is built (Idedhyana, 2016). Applying the principles of Balinese vernacular design within a modern context can be achieved through strategies such as natural cross-ventilation, wide openings, and sloping tropical roofs. One mixed-use mall in Bali, for example, applies partial Neo-Vernacular design: its building mass reflects sea contours and terraced rice fields, traditional roofs are combined with modern materials, Balinese ornaments, and a spacious central courtyard (Putra and Elviana, 2024). This principle emphasizes functionality and comfort while simultaneously representing Balinese architectural identity in ways that remain relevant to contemporary commercial needs. In the context of malls in Bali, these principles can be realized through the use of local materials with minimal environmental impact, the promotion of energy efficiency, and the integration of green spaces into interior design. Materials such as bamboo, rattan, paras stone, and teak wood not only strengthen aesthetic values but also help reduce carbon emissions from construction and maintenance processes.

Beyond material and energy aspects, social sustainability must also be considered in interior design. One approach is to create more complex and inclusive spaces. For example, the concept of a community-based mall can be realized by providing flexible public areas such as exhibition halls, cultural stages, and green open spaces that function as gathering places. Integrating traditional Balinese elements into design planning strengthens local identity while maintaining sustainability principles. Considering cultural aspects and organizational values in architectural design serves as an effective strategy to foster service innovation, enhance customer experiences, and support cultural preservation efforts (Dewi, et al, 2024).

#### 4. Color Selection in Mall Interior

Visitors are generally more attracted to interiors that reflect local nuances with harmonious color combinations. In designing malls inspired by Balinese culture, appropriate color application can be categorized as follows:

- Communal Zone: A combination of yellow and red creates warmth and draws visitors' attention.
- Relaxation Zone: Green and brown tones evoke a natural, comfortable, and refreshing ambiance.
- Sacred Zone: White and gold symbolize spirituality and purity, making them suitable for art installations and contemplative spaces.

Traditional Balinese colors play a significant role in establishing a strong cultural identity within commercial interior design. Shades such as brick red, golden yellow, and natural green not only represent distinctive aesthetic values but also embody philosophical meanings rooted in Balinese beliefs and traditions.

#### 5. The *Tri Mandala* Concept and Its Relevance in Mall Interior

Tri Mandala is a spatial zoning concept in traditional Balinese architecture that divides areas into three levels based on their degree of sacredness: *Utama Mandala* (the most sacred zone), *Madya Mandala* (the transitional zone), and *Nista Mandala* (the profane or public zone). This concept has traditionally been applied in the design of residential houses, temples, and other customary buildings. Over time, however, it has also been adapted into interior design, particularly for spatial zoning in commercial buildings such as malls, as a means of preserving local cultural values.

In interior design, the application of the *Tri Mandala* concept is essential for creating meaningful spatial experiences. By dividing areas into *Utama*, *Madya*, and *Nista*, designers can guide human movement more harmoniously and establish natural transitions between zones (Figure 12).

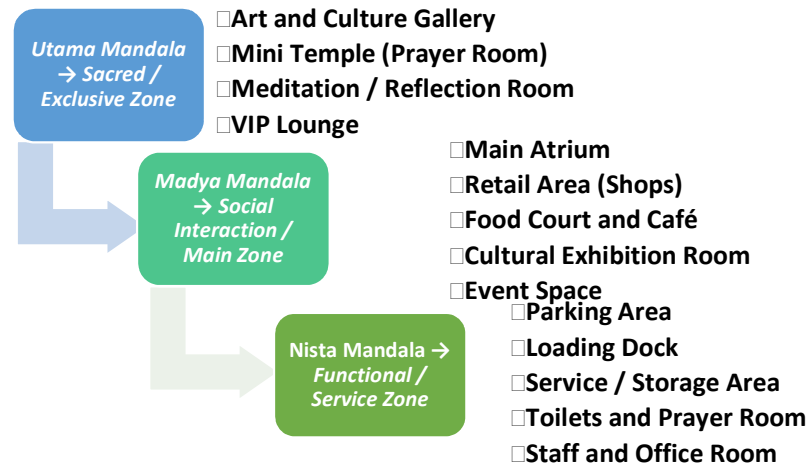


Figure 12. Mall Zoning according to the Tri Mandala concept

Source. author's analysis, 2025

Brief Explanation of Zoning:

- *Utama Mandala* → The most sacred zone within the mall, focused on spaces with cultural and spiritual value, such as art galleries, mini temples, and reflection rooms.
- *Madya Mandala* → The main zone where social and commercial activities take place, including the main atrium, retail stores, food courts, and cultural exhibition spaces (Figure 13).
- *Nista Mandala* → The zone designated for supporting and service activities, such as parking areas, loading docks, restrooms, and staff rooms.

This zoning ensures that the mall functions not only as a shopping center but also as a cultural space that embodies spatial balance and harmonization between commercial and spiritual activities, in line with the *Tri Mandala* principle.



Figure 13. Area Foodcourt dan Communal

Source : Author's Design, 2025

## 6. Application of the *Tri Hita Karana* Concept

Commercial space design should extend beyond visual decoration by reintegrating

the philosophical foundations of Balinese culture into the design concept. The principle of *Tri Hita Karana* can be applied to spatial planning, visitor circulation, and shopping area zoning to establish harmony among humans, nature, and spirituality. Traditional architectural elements such as *candi bentar* or *angkul-angkul* should not function merely as symbolic entrances; rather, they should be integrated with spatial functions for example, serving as transitional areas that separate public and semi-private zones, or as natural shading structures with clear utility (Figure 14). This approach is reinforced by research demonstrating that spatial layout patterns in traditional Balinese houses not only embody local culture but also support environmental sustainability, economic resilience, and community well-being (Suwondo and Arifin, 2023).



Figure 14. Bentar Temple Which Functions as a Transition Area That Divides Public and Semi-Private Zones Source : Author's Design, 2025

*Tri Hita Karana* is a Hindu philosophy that emphasizes the importance of harmony among humans and God (*Parahyangan*), humans and others (*Pawongan*), and humans and the environment (*Palemahan*). Its application in commercial interior design can be realized as follows:

- *Parahyangan* (Relationship with God): Providing a prayer room or small altar within the commercial area as a form of respect and as a facility for visitors who wish to pray.
- *Pawongan* (Relationship with Others): Designing spaces that foster social interaction, such as communal seating areas or community rooms, to strengthen relationships between visitors and staff.
- *Palemahan* (Relationship with the Environment): Utilizing environmentally friendly materials and sustainable design strategies, such as natural lighting and effective ventilation, to minimize environmental impact.

In the philosophy of *Tri Hita Karana*, spatial layout and orientation must prioritize balance and harmony with nature and the surrounding environment. Several principles can be applied, including:

- Building Orientation: Positioning buildings to maximize natural lighting and cross ventilation, thereby reducing dependence on artificial energy.
- Spatial Division: Organizing spaces according to function while considering energy flow and circulation to enhance visitor comfort.
- Green Open Spaces: Integrating green areas or gardens into interior design to create a refreshing atmosphere and support ecosystem balance.

Overall, *Tri Hita Karana* offers a broader and deeper design framework by integrating human, environmental, and spiritual dimensions. As a result, commercial spaces become not only well-structured but also vibrant, comfortable, and meaningful for visitors.

#### 7. The Use of Technology for Cultural

Digital technologies, such as Augmented Reality (AR), can be employed to enhance visitor experiences while introducing local culture in an interactive manner (Figure 15). Commercial spaces may incorporate narrative panels, interpretive signage, or mini educational zones that explain the philosophy embedded in Balinese symbols and motifs. Through this approach, traditional ornaments are no longer perceived merely as decorative elements but are appreciated as living cultural narratives.



Figure 15. Illustration of the Use of AR in Balinese Cultural Education

Source : Author's Design, 2025

With appropriate strategies and collaboration among stakeholders, the continuity of local culture can be preserved and kept relevant. Such efforts not only safeguard ancestral heritage but also enrich the identity of modern cities. Continuous cultural preservation initiatives ensure that traditional values remain respected and are passed down to future generations (Watif, et al, 2024).

## CONCLUSION

This study demonstrates that the application of traditional Balinese architecture in the design of commercial spaces, particularly shopping malls in Bali, tends to emphasize aesthetic aspects while neglecting the philosophical and spiritual values embedded within them. Balinese cultural identity is frequently reduced to visual symbols intended to attract visitors and reinforce an exotic image, detached from its original meaning. This phenomenon reflects a process of deconstruction, in which cultural elements are stripped from their sacred context and reinterpreted as decorative ornaments for commercial purposes.

Therefore, mall interior design should be developed through a hybrid approach that combines local cultural elements with modernization, technology, and sustainability principles. The application of such a concept enables the creation of spaces that function not only as shopping centers but also as social, cultural, and community hubs capable of adapting to contemporary developments and the diverse needs of visitors.

The analysis indicates that the ideal mall design integrates local culture with modern elements, provides flexible multifunctional spaces, and leverages technology to enhance efficiency and visitor experience. Sustainability principles are also fundamental in mall interior planning, including the use of eco-friendly materials, energy-efficient systems, and effective green space management.

To preserve cultural identity within commercial interior design, the design approach must be adaptive, innovative, and user-experience-oriented. The integration of local materials, traditional ornaments, culturally grounded spatial organization, and modern technology offers an effective strategy to create commercial spaces that serve not only economic functions but also enrich cultural experiences. In this way, modernization in interior design can coexist with cultural preservation, resulting in spaces that are visually appealing, meaningful, and socially relevant.

By implementing this approach, malls can serve not only as commercial centers but also as contributors to cultural preservation, the enhancement of public space quality, and the creation of more comfortable and innovative shopping and recreational experiences for the community. Hence, future mall interior designs must continually adapt the hybrid concept to remain relevant amid dynamic social, economic, and technological developments.

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