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PRIVATE CLINIC: IDENTITY AND IMAGE IN DESIGN TO SUPPORT RURAL COMMUNITIES AT SUNGAI LIMAU, YAN, KEDAH

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ABSTRACT

The design of a clinic is very important and should be emphasized, to provide comfort for patients. However, the existing design in clinics does not provide full comfort to the users and patients due to the impracticality, unergonomic, and unevolved designs. Aware of the needs and the importance of an attractive clinic design, a new identity and image of a new private clinic in a rural area is proposed. The collaboration among several experts in design and decoration has successfully projected a renewed design concept. The combination of interior and exterior decoration holds its own identity and uniqueness in attracting the attention of the local community. Among the elements researched are manufacturing, materials, and design. The design of this private clinic is an Islamic concept emphasizing important elements such as ergonomics, lighting, and workspace. Both physical and psychological elements are scrutinized to welcome patients or rural communities that come from various backgrounds and career landscapes. The latest materials such as steel, polyvinyl chloride (PVC) board, glass, concrete and wood are used in the interior design

as well as the exterior of a premises. It aims to welcome and provide comfort to the rural community to experience the best health services while at the clinic. The proposed design covers all areas in the clinic, including a waiting room, treatment rooms or consultation rooms, toilets and other spaces available. The design of this clinic will give a new chapter in producing interior and exterior design for health premises and will provide a first-class atmosphere in welcoming rural communities to enjoy their own comfort while getting treatment at Mediklinik Al Waleed, Sungai Limau, Yan, Kedah.

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1. Introduction

The design of a clinic is very important and should be emphasized, to provide comfort for patients. However, the existing design in clinics does not provide full comfort to the users and patients due to the impracticality, unergonomic, and unevolved designs. According to Lawson. B (2010), evidence-based design seeks to improve health care architecture. Uldrich. RS (1984), argue that buildings can promote healing when design decisions are based on evidence from scientific research. He concluded his 1984 study with advice, saying that "hospital design and siting decisions should take into account the quality of patient window views." Aware of the needs and the importance of an attractive clinic design, a new identity and image of a new private clinic in a rural area is proposed. The collaboration among several experts in design and decoration has successfully projected a renewed design concept. The combination of interior and exterior decoration holds its own identity and uniqueness in attracting the attention of the local community. Among the elements researched are manufacturing, materials, and design. The design of this private clinic is an Islamic concept emphasizing important elements such as ergonomics, lighting, and workspace. Both physical and psychological elements are scrutinized to welcome patients or rural communities that come from various backgrounds and career landscapes. The latest materials such as steel, polyvinyl chloride (PVC) board, glass, concrete and wood are used in the interior design as well as the exterior of a premises.

The clinic new transformation aims to welcome and provide comfort to the rural community to experience the best health services while at the clinic. The calmness of the new ambience will give an impact towards the clinic services and became a well-known branding. The proposed design covers all areas in the clinic, including a waiting room, treatment rooms or consultation rooms, toilets and other spaces available. The design of this clinic will give a new chapter in producing interior and exterior design for health premises and will provide a first-class atmosphere in welcoming rural communities to enjoy their own comfort while getting treatment at Mediklinik Al Waleed, Sungai Limau, Yan, Kedah.



Figure 1: Clinic location and site area

2. Literature Review

Mediklinik Al Waleed is situated at Sungai Limau, Yan, Kedah. The property is situated along the western side of a metaled service road known as Persiaran Mahsuri, within Taman Mahsuri, off the western side of Jalan Kuala Kedah – Yan or also known as Jalan Batas Piap, Yan, Kedah. The clinic property is situated in a same row with Bank Islam Taman Mahsuri. Geographic, the subject property is situated about 1.3 kilometers to the south of Sekolah Kebangsaan Sungai Limau and about 10.0 kilometers to the north-east of the Ibu Pejabat Polis Daerah (IPD) Yan town Centre. The immediate neighbourhood locality is commercial in nature. Situated within the same row of the subject property is similar type of double-story shophouses which accommodate the premises of Sound Garden Auto Accessories, Udang Pak Det Fresh Frozen Food, Restorant Nasi Kandar Mahsuri, Farmasi ZNZ Health Care, Atikah Tomyam, Kedai RM2.00 Fresh & Frozen Mart Sdn Bhd and others.



Figure 2: Moodboard for Site Location Information

The site details are as follows:



Figure 3: Front building and google site view map

The premise is a shophouse lot and address as Lot No. 552, Title No. GM 946, Pekan Of Sungai Limau Dalam, Daerah Yan, Negeri Kedah. The subject property comprise a parcel of building land erected upon with an intermediate unit double-story shophouse. The subject property is rectangular in shape with a land area of 130.00 square meters. It has a frontage of about 6.10 metres onto the aforesaid metalled service road and a plot depth of about 21.34 metres. The subject site is flat in terrain and lies at about the level of the aforesaid frontage metalled service road. The subject site is fully built upon. The building brief specifications are as follows:

- a) Structure - Reinforced concrete framework
- b) Roof - Metal decking sheet on metal roof trusses.
- c) Ceiling - Asbestos sheets and fairfaced concrete.
- d) Wall - Plastered brick walls and gypsum board for internal walls.
- e) Floor - Reinforced concrete floors.
- f) Door - Mild steel roller shutter, timber panel aluminium framed glass, mild steel and P.V.C doors.
- g) Window - Aluminium framed glass casement, top hung, adjustable and fixed glass louvers windows.
- h) Staircase - Reinforced concrete laid over with cement render and carried with metal handrails.
- i) Fittings & Fixtures - Standard electrical and sanitary fittings.
- j) State of repair - Fair state of repair.

Layout plan and description:

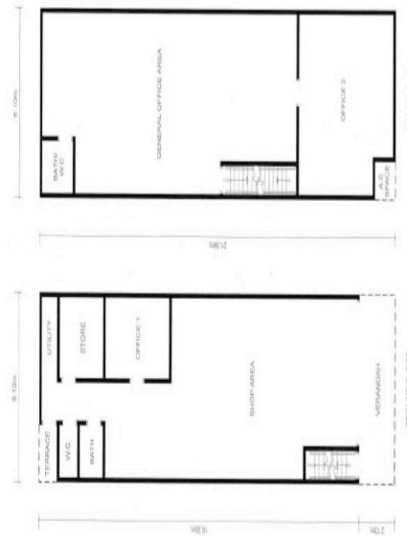


Figure 4: Layout of the building

The subject property comprise a parcel of building land erected upon with an intermediate unit double-story shophouse. The site subject property is rectangular in shape with a land area of 130.00 square meters. It has a frontage of about 6.10 metres on to the aforesaid metalled service road and a plot depth of about 21.34 metres. The subject site is flat in terrain and lies at about the level of the aforesaid frontage metalled service road. The subject site is fully built upon. The brief specifications of the building are as follow:

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- h) Staircase - Reinforced concrete laid over with cement render and carried with metal handrails.
- i) Fittings & Fixtures - Standard electrical and sanitary fittings.

2.1 Sunlight position analysis

Sun Position Analysis can be used to understand how date, time, and location affect detection by intelligence, surveillance, and reconnaissance assets. Sun Position Analysis performs hill shade analysis at specific dates, times, and locations. As a Muslim, to find the qibla, we have to make sure we know where in the world we are, in relation to Makkah. Then, orient our self by looking at

where the sun rises, which will be in the east. Next, turn to face the correct direction, such as east if you are in the US or north in South Africa.

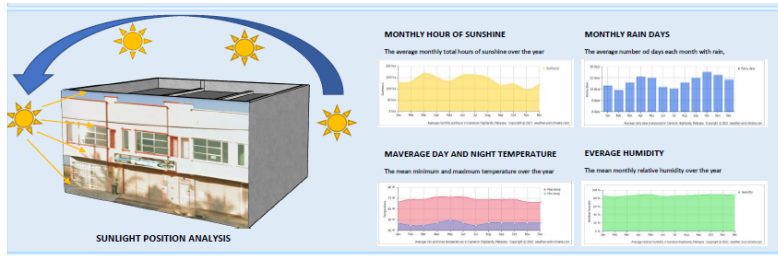


Figure 5: Sunlight position analysis

2.2 Private clinic

According to lawinsider.com, a private clinic means a clinic where a private practice is carried out. Research was conducted by the writers and there are three nearby clinics at Sungai Limau, Yan, Kedah, namely as Klinik Kesihatan Sungai Limau Dalam, Klinik Dr. Anis, Klinik Pergigian Sungai Limau Dalam and Klinik Desa Simpang Tiga. The Mediklinik Al Waleed will be a pioneer clinic which venturing in health and dental services for Sungai Limau local communities. The clinic owner has approached the writers/designers, to come up with a niche design concept specifically to create a 'brand' attraction as to represent the clinic. After several discussions and brainstorming, we have proposed the clinic concept to gear towards Islamic concept. The concept of the clinic is easy to be approached in terms of the services and local community are aware with the existence of the clinic. The important selling points to attract the local community, is to ensure 'friendliness services' and able to 'touch the heart' of the local community since majority community is muslim. Hence, the Islamic concept is the best approach to be aligned with clinic branding and concept.

2.3 Rural community

According to Kajian RT Daerah Yan 2006-2020, the local community of Yan were 78,800 people in 2019, where the community stays at Sala Besar, Sungai Daun, Dulang, Yan and Singkir. The local community occupation is divided into 3 sectors:

- i. Sector 1 - Agriculture, Forestry, Fishery, Breeder
- ii. Sector 2 - Manufacturing and Construction
- iii. Sector 3 – Franchising, resort and restaurant, transportation and storage

The details of the community description are in Table 2: Community Profiles

Table 2: Community Profiles

PROFIL PENDUDUK

Pecahan Penduduk Daerah Yan 2011 – 2019

TAHUN	JUMLAH (ORANG)
2011	65,600
2012	65,700
2013	66,900
2014	69,900
2015	69,900
2016	73,300
2017	76,900
2018	77,600
2019	78,800

Unjuran Penduduk Daerah Yan Mengikut Mukim, 2005-2020

MUKIM	BILANGAN PENDUDUK				KPPT 2005-2020
	2005	2010	2015	2020	
Sala Besar	25,598	29,505	32,676	36,003	1.27
Sungai Daun	12,175	14,010	15,586	17,445	2.43
Dulang	5,505	6,410	7,057	7,862	2.31
Yan	19,838	22,500	25,080	28,074	2.41
Singkir	3,293	3,763	4,192	4,694	2.39
Jumlah	66,509	76,348	84,801	94,878	2.39

Unjuran Guna Tenaga Mengikut Sektor Ekonomi Daerah Yan, 2005 – 2020

SEKTOR	2005		2010		2015		2020	
	Bil.	%	Bil.	%	Bil.	%	Bil.	%
Sektor Pertama	7,600	34.18	7,527	31.00	8,747	28.50	8,930	28.00
I. Pertanian								
II. Perhutanan								
III. Perikanan								
IV. Penternakan								
Sektor Kedua	5,567	25.04	6,137	24.00	7,366	24.00	8,537	25.00
I. Pembuatan								
II. Pembinaan								
Sektor Ketiga	9,069	40.78	11,507	45.00	14,578	47.50	16,830	49.00
I. Perdagangan Barang & Runcit								
II. Penginapan & Restoran								
III. Pengangkutan & Penyimpanan								
Jumlah	22,236	100	25,571	100.00	30,691	100.00	34,347	100.00
Nadar Pengangguran	2,945	10.41	2,429	9.55	2,854	9.37	1,959	5.48

Sumber : Kajian RT Daerah Yan, 2006-2020

2.4 Islamic concept and design

Islamic architecture encompasses a diverse range of secular and religious forms, having influenced the design and development of buildings and structures in Islamic civilization and beyond since Islam's inception. The word Islamic architecture or Muslim architecture has a variety of definitions, but in general, the term refers to the architectural traits that Muslims use to identify themselves. Islamic architecture styles include the mosque, the tomb, the castle, the fort, the school, and urban structures. Islamic architecture evolved a vocabulary rich that was frequently applied to all of these minor structures, such as public baths, fountains, and home architecture (Moch Wahib Dariyadi. W.M,Baydoun. Z, Kamarudin. Z & Murtadho. N, 2022).

This section analyses Kohinoor Hospital as a benchmark regarding the three Islamic decorative elements: foral design, geometrical design, and calligraphy, with more focus on Islamic calligraphy as one of the main elements of the Islamic building design (Bunnell 2002; Moser 2010). This section contains relevant recent research and studies that support the subject area and its analysis. In the meanwhile, the paper aims to spot the light on the research gap in the research field of Islamic concept in a clinic, especially for interior and exterior usage. Kohinoor Hospital is the 1st LEED Platinum rated Project in Asia & 2nd in the world. The hospital was developed for Kohinoor Group at Kohinoor City in Kurla, India. This 227,500 sq.ft ground plus five storey structure with two basements is the first LEED – Platinum rated Hospital in Asia and the 2nd in world. The project was headed by Ar. Sandeep Shikre, a leading Mumbai based Architectural firm that offers Architectural, Interior Designing and Project Management Services under one roof.



Figure 6: Kohinoor Hospital in Kuria, India (inspiration)

Materials used to build this hospital using more than 29% is recycled materials 72.05% of regional materials scraps for overhead tans salvaged wood for making frame. The lighting using natural light in all patients area, large windows and open to sky. The excellent facade with double glazed units , insulated walls with low U value of 1.2U. There are 9 different varieties of vegetations was used having water requirement is zero for the gardens and landscaping ideas. The use of MERV 13 filters and CO2 sensors has increased the fresh air delivery by 30% building materials have low VOC (volatile organic compound) content in paints, sealends & adhesives for indoor air quality purposes. Wastewater is treated using disinfectants and used for flushing, cooling air towers and water. It also recycles 100% of grey and black wastewater.



Figure 7: Moodboard for Kohinoor Clinic (Case study)

2.4.1 Islamic ergonomic

Islamic culture does not exclude the points of human factors in terms of ergonomic implementation. First of all, it should be mentioned here that the tradition to adhere to any kind of design details is considered with functionality and purpose of this

or that ergonomic design. Jon Lang (Lang, 1987) writes in his book: "The basic concern of urban designers is with what constitutes a healthy milieu, and the anthropometrics and ergonomics of urban form – with what has traditionally been called the functional purpose of design." (p. 222).

The Islamic architecture as well as the attitude of Muslims toward space dimensions is in most cases a result of religious impacts. The medieval Arabic tradition implement mainly smooth lines in coloring and shaping facades of buildings and a strict and rather obvious tendency to insert grids ornamented in a manner of flowery pictures. Moreover, the vogue tendencies of the past are still significant and considered by a vast majority of designers in the Islamic world.

The proposed clinic concept will features the element of compact, tranquil, modern and comfort. This concept is inspired by the Islamic modern concept such as the islamic geometric patterns on the walls clearly show the subtleties of other environments. the design features a beautiful islamic style aesthetic against hard gray and turquoise walls that reflect modernity and islamic style. Moreover, pointed curves and geometric patterns have been used thematically throughout the clinic. The waiting area has many patterns and islamic elements can provide an interesting and balanced atmosphere in the clinic. The overall style of the proposed design will be modern and minimalist. Hence, to give a different ambience to Mediklinik Al Waleed, some characteristics of Islamic architecture has been injected to its interior and exterior designs. All the design elements in Islamic Art were studied as stated in the Moodboard for Distinctive Elements of Islamic Design.

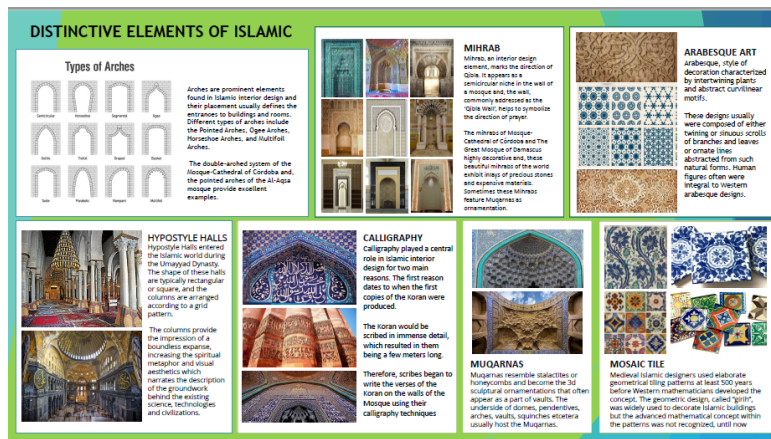


Figure 8: Moodboard for Distinctive Elements of Islamic Design

2.4.2 Types of Arches

The studies are include the types of arches where the arches are prominent elements found in Islamic interior design and their placement usually defines the entrances to buildings and rooms. Different types of arches include the Pointed Arches, Ogee Arches, Horseshoe Arches, and Multifoil Arches. The double-arched system of the Mosque-Cathedral of Córdoba and, the pointed arches of the Al-Aqsa Mosque provide excellent examples.

2.4.3 Mihrab

Mihrab, an interior design element, marks the direction of Qibla. It appears as a semicircular niche in the wall of a mosque and, the wall, commonly addressed as the 'Qibla Wall', helps to symbolize the direction of prayer. The mihrabs of Mosque-Cathedral of Córdoba and The Great Mosque of Damascus highly decorative and, these beautiful mihrabs of the world exhibit inlays of precious stones and expensive materials. Sometimes these Mihrabs feature Muqarnas as ornamentation.

2.4.4 Arabesque Art

Arabesque, style of decoration characterized by intertwining plants and abstract curvilinear motifs. These designs usually were composed of either twining or sinuous scrolls of branches and leaves or ornate lines abstracted from such natural forms. Human figures often were integral to Western.

2.4.5 Mosaic Tile

Medieval Islamic designers used elaborate geometrical tiling patterns at least 500 years before Western mathematicians developed the concept. The geometric design, called "girih", was widely used to decorate Islamic buildings but the advanced mathematical concept within the patterns was not recognized, until now.

2.4.6 Muqarnas

Muqarnas resemble stalactites or honeycombs and become the 3d sculptural ornamentations that often appear as a part of vaults. The underside of domes, pendentives, arches, vaults, squinches etcetera usually host the Muqarnas.

2.4.7 Calligraphy

Calligraphy played a central role in Islamic interior design for two main reasons. The first reason dates to when the first copies of the Koran were produced. The Quran would be scribed in immense detail, which resulted in them being a few meters long. Therefore, scribes began to write the verses of the Quran on the walls of the Mosque using their calligraphy techniques.

2.4.8 Hypostyle Halls

Hypostyle Halls entered the Islamic world during the Umayyad Dynasty. The shape of these halls are typically rectangular or square, and the columns are arranged according to a grid pattern.

The columns provide the impression of a boundless expanse, increasing the spiritual metaphor and visual aesthetics which narrates the description of the groundwork behind the existing science, technologies and civilizations.

3. Methodology

This paper is to study and examine a few Islamic concept that can be embedded for the clinic overall design concepts. Most of the required data were collected by doing photographic

documentation and on-site studies besides semi-structured interviews with the local community that staying at Sungai Limau area. The aim of conducting documentation on-site is for determining the predominant structure that can be adopt with Islamic art elements especially for the interior and the exterior decoration of the building, which contains one or more Islamic elements in its design such as foral patterns, geometrical patterns, and calligraphy. In this paper, the researcher had picked Kohinoor Hospital as the benchmark studies and focuses on recognizing the applied Islamic element that can be found in it.

4. Results, findings and discussion

4.1 Initial phase

The initial phase of designing a private clinic's identity and image to support rural communities in Sungai Limau, Yan, Kedah, involves several crucial steps to lay the foundation for a successful and community-centered healthcare space. Listed herewith are the breakdown of the initial phase:

1. Research and Analysis:

- Understand the local culture, traditions, and values of Sungai Limau.
- Study the healthcare needs and preferences of the rural community.
- Identify any existing healthcare facilities in the area and assess their strengths and limitations.
- Gather demographic data to understand the community's composition.

2. Community Engagement:

- Organize meetings, focus groups, or surveys to involve the community in the design process.
- Gather insights, feedback, and ideas from community members regarding their healthcare expectations and design preferences.
- Discuss the potential role of the clinic as a community hub for various activities.

3. Cultural and Design Inspiration:

- Explore Islamic design principles, motifs, and architectural elements that can be integrated into the clinic's design.
- Research local art, crafts, and architecture that hold significance to the community.

The initial phase sets the stage for the clinic's design and development journey, ensuring that the design is culturally sensitive, community-driven, and aligned with the healthcare needs and aspirations of the rural community in Sungai Limau, Yan, Kedah.

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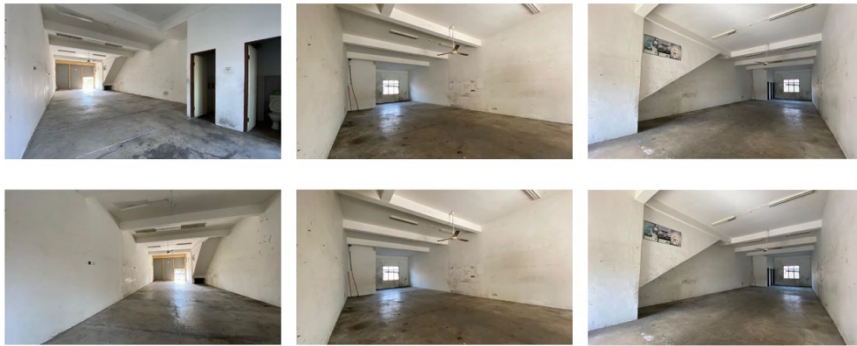


Figure 9: Interior (before)

Figure 9 describing the existing building interior and the renovation will be more on aesthetic appeal requirement. The needs to change is because of an outdated interior that can give a negatively impact towards the clinic's image and reputation. The new ideas and concept will be towards a fresh and modern design where it can create a positive first impression and boost the clinic's credibility.

4.2 Moodboard Proposals



Figure 10: Islamic Concept for moodboard presentation of ideas

Figure 10 describing the proposed building interior and the renovation will be more on aesthetic appeal requirement. The needs to change is because of an outdated interior can give a negatively impact towards the clinic's image and reputation. The new ideas and concept will be towards a fresh and modern design where it can create a positive first impression and boost the clinic's credibility.

4.3 Layout Plan

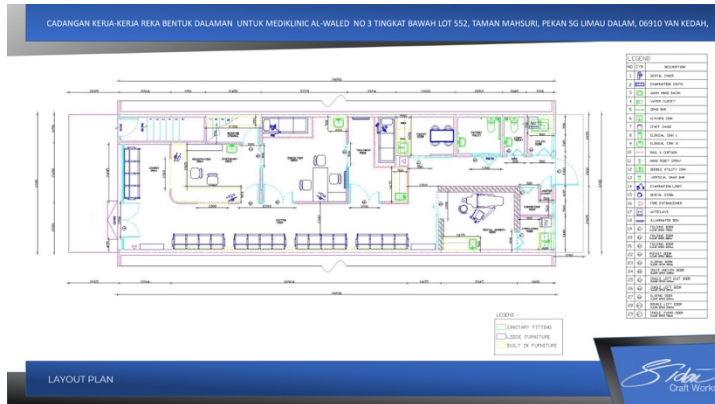
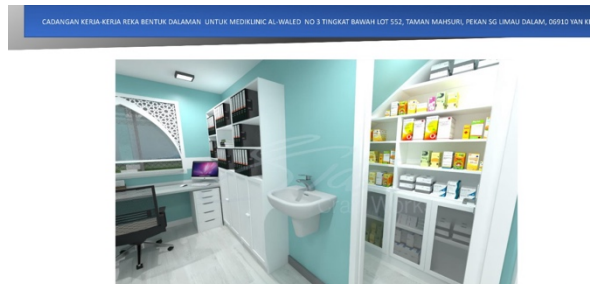


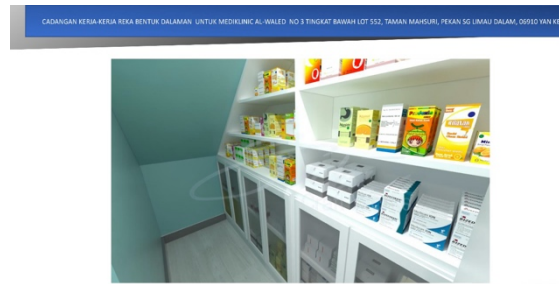
Figure 11: Layout plan of the clinic

Figure 11 provide a brief overview of the area for which the layout plan is being described (e.g., a clinic, an office, a room). The layout also mention the purpose of the layout plan and its intended use. The new design proposal in 2-dimensional drawing are as follows:

Medicine Storage Area



Design Proposal 1 – Medicine storage area



Design Proposal 2 – Medicine storage area

Consultant Room

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CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU



Design Proposal 1 – Consultant room



Design Proposal 2 – Consultant room

Treatment room

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KEDAH

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KEDAH



Design Proposal 1 – Treatment room



Design Proposal 2 – Treatment room

Dental Surgery Room

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KEDAH

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KEDAH



Design Proposal 1 – Dental surgery room



Design Proposal 2 – Dental surgery room

Walkway Area

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KE



Design Proposal 1 – Walkway area

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KE



Design Proposal 2 – Walkway area

Waiting Area

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KE



Design Proposal 1 – Waiting area

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KE



Design Proposal 2 – Waiting area

Reception And Dispensary Area

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KE



Design Proposal 1 – Reception and dispensary area

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIC AL-WALED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KE



Design Proposal 2 – Reception and dispensary area

Corridor

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIK AL-WALEED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN



Design Proposal 1 – Corridor

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIK AL-WALEED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN



Design Proposal 2 – Corridor

Pantry

CADANGAN KERJA-KERJA REKA BENTUK DALAMAN UNTUK MEDIKLINIK AL-WALEED NO 3 TINGKAT BAWAH LOT 552, TAMAN MAHSURI, PEKAN SG LIMAU DALAM, 06910 YAN KEDAH,



Design Proposal 1 - Pantry

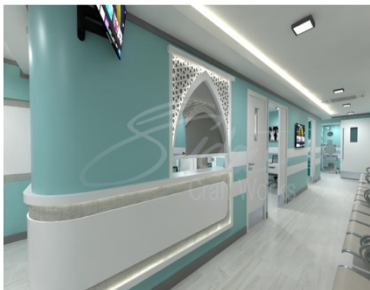
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Design Proposal 2 – Pantry

Counter Area

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Design Proposal 1 – Walkway area

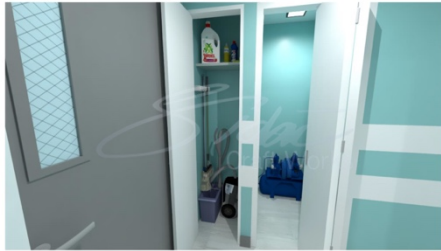
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Design Proposal 2 – Walkway area

Janitor Room

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Design Proposal 1 – Janitor room

Disable Toilet

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Design Proposal 1 – Disable toilet

Utility Room

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Design Proposal 1 – Utility room

Sterilize Room

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Design Proposal 1 – Sterilize room

4.4 Final phase

The preliminary research is including on the studies of cultural sensitivity and localization where through the research it is important to understand the local culture, traditions, and values of the rural community. Incorporate elements of the new clinic image need to resonate with them, such as using colors, patterns, and symbols that hold significance in their culture and Islamic design elements.

Finally, the final stage of executive reflected the process of transforming the 2D artwork into final look by employing the real method in order to enhance the outcome and the final interior and exterior of the clinic. The initial phase of the proposed interior and exterior drawing with the end clinic features is 90% similarity with the Islamic design concept.



Figure 12: The image of clinic entrance during construction

Certainly, here are the key findings based on the information provided about designing a private clinic's identity and image to support rural communities in Sungai Limau, Yan, Kedah:

1. Contextual Relevance: The design of the private clinic should take into account the specific cultural, social, and environmental context of Sungai Limau, Yan, Kedah, to ensure that it resonates with the rural community.
- 2.



Figure 13: The image of clinic new walkway

3. Cultural Significance: Incorporating elements of Islamic design and local cultural motifs can establish a sense of cultural identity and familiarity for the community, enhancing their comfort and connection with the clinic.
4. Community Engagement: Involving the rural community in the design process helps gather insights, preferences, and needs, leading to a more community-centered and inclusive clinic design.

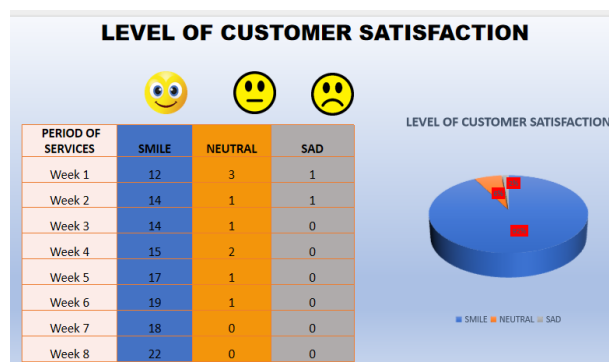


Figure 14: Survey of customer service satisfaction after the clinic new operating

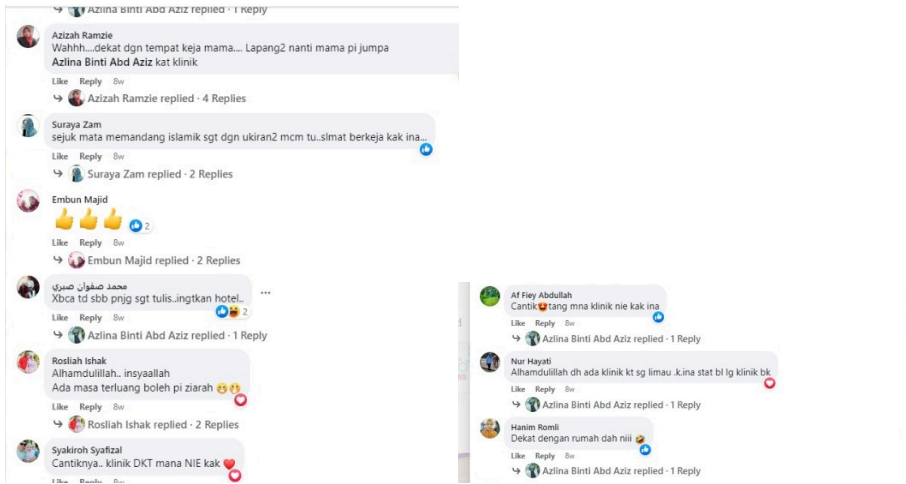


Figure 15: Customer review on Facebook

5. Functional Versatility: Designing multifunctional spaces within the clinic can serve dual purposes, such as accommodating medical services and community events, strengthening the clinic's role as a community hub.
- 6.

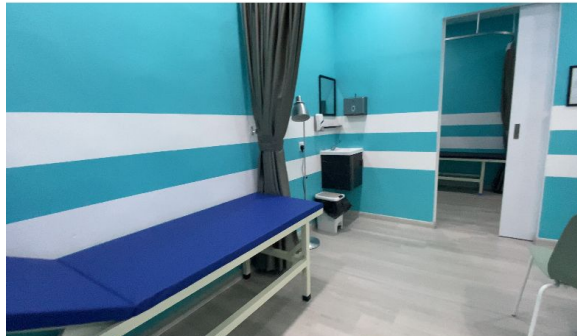


Figure 16: New treatment room

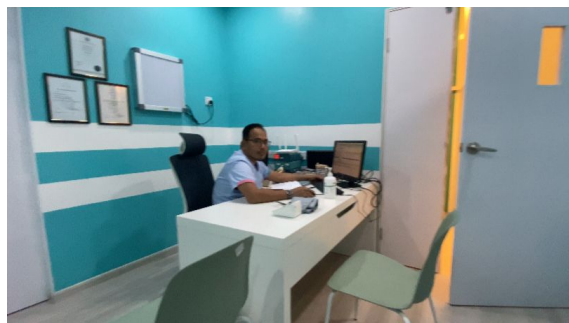


Figure 17: A staff at the consultation room



Figure 18 Dispensary counter

7. **Inclusivity and Accessibility:** Designing the clinic with features that cater to all community members, including those with disabilities or special needs, promotes inclusivity and ensures that healthcare is accessible to everyone.
8. **Local Artisan Collaboration:** Incorporating local art and crafts supports the local economy, fosters a sense of pride, and adds an authentic touch to the clinic's design.
9. **Sustainable Design:** Incorporating sustainable design practices aligns with the community's values and contributes to the long-term well-being of the environment and the people.
10. **Language Consideration:** Providing communication materials in multiple languages, including local dialects, ensures effective communication with the diverse community and promotes better healthcare understanding.
11. **Health Education and Promotion:** Integrating health education and community programs into the clinic's services can empower residents to take proactive steps toward their health and well-being.
12. **Collaboration and Partnerships:** Collaborating with local institutions and organizations fosters a holistic approach to healthcare and community development, creating a network of support.
13. **Symbolism and Identity:** Design elements that hold spiritual and cultural significance can enhance the clinic's identity and provide a deeper connection with the community.
14. **Harmonizing Tradition and Modernity:** Combining traditional design elements with modern medical facilities ensures that the clinic meets contemporary healthcare standards while respecting local culture and values.

By incorporating these findings into the clinic's design approach, it's possible to create a space that not only offers healthcare services but also becomes an integral part of the community's life, promoting health, well-being, cultural identity, and community engagement.

5.0 Conclusion

In conclusion, the concept of designing a private clinic's identity and image to support rural communities in Sungai Limau, Yan, Kedah, involves a thoughtful integration of both functional

and cultural elements. By considering the specific needs and values of the rural community, a successful design can create a healthcare space that not only provides medical services but also fosters a sense of belonging and well-being.

Key conclusions from the overall project include:

1. **Cultural Sensitivity:** Designing with cultural sensitivity is paramount. Incorporating local colors, patterns, and symbols can help establish a strong connection between the clinic and the community.
2. **Inclusivity and Accessibility:** Ensuring that the clinic is accessible to everyone, including those with disabilities, demonstrates a commitment to serving the entire community.
3. **Community Engagement:** Involving the community in the design process not only gathers valuable insights but also empowers residents and builds a sense of ownership.
4. **Balancing Tradition and Modernity:** Combining traditional design elements with modern medical facilities ensures that the clinic meets contemporary healthcare standards while respecting local culture.
5. **Functional Spaces with Multiple Uses:** Designing multifunctional spaces can turn the clinic into a hub for community activities and education, promoting holistic well-being.
6. **Local Art and Sustainability:** Incorporating local art and crafts not only enhances the aesthetic but also supports local artisans. Embracing sustainable design practices aligns with the community's values and environmental awareness.
7. **Bilingual and Inclusive Communication:** Providing communication materials in local languages and dialects caters to diverse linguistic needs, promoting effective healthcare communication.
8. **Health Promotion and Education:** The clinic's design can facilitate community health programs, emphasizing prevention, awareness, and overall health improvement.
9. **Collaboration for Community Building:** Partnerships with local institutions amplify the clinic's impact by creating a network of support for community health and development.
10. **Symbolism and Identity:** Thoughtful integration of cultural symbols, design motifs, and spiritual elements can infuse the clinic's identity with deeper meaning.

By embracing these conclusions and tailoring the clinic's design to the unique context of Sungai Limau, Yan, Kedah, the private clinic can truly become a focal point that addresses the medical, cultural, and social needs of the rural community, contributing to their overall well-being and prosperity.

Acknowledgments

We thank the anonymous reviewers for their useful suggestions. We would like to thank to Mediklinik Al Waleed, Sungai Limau, Yan, Kedah for the wonderful task opportunity and believe on us to upgrade their clinic interior and exterior. We hope that with this industry collaboration, will benefits the community.

Authors Contributions

All authors have contributed in this publication through information and data findings, designs proposal for interior and the exterior of the clinic, writing and editing contribution and brainstorming of ideas and concept of the clinic.

Conflict of Interest

There is no conflict of interest associated with this publication.

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