

The new generation of "Ruang Sehati" portable lactation pod as a part of wellness tourism in Yogyakarta City: A design thinking method

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ABSTRACT

Public lactation rooms in popular tourist destinations continue to fall short of the Indonesian government's basic guidelines. Thus, we developed the first portable lactation pod in Indonesia, focusing on user demands. This study employed the design thinking method, combined with qualitative research and quality improvement techniques that focus on user needs. Thirty participants were interviewed on different days, Saturday and Sunday, in the first week of July, with each interview lasting 30 minutes. The interview was only conducted at the "empathize" and "testing" stages. From July to September 2023, the stages of "empathize," "define," "ideate," "prototype," and "test" were completed. Four themes were found during the development process of the newest generation of the portable lactation pod, "Ruang Sehati." These themes are the essential elements lactating mothers and their babies need at the portable lactation pods in tourist destinations: functional, natural, aesthetic, and educational elements. The harmonization of architectural art, tourism, and health would enable us to bring this innovation to build a national pilot initiative that promotes wellness tourism in Yogyakarta.

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1. Introduction

Architecture is an essential component in building a memorable tourism destination. In recent years, "wellness tourism" has evolved into a set of tourist concepts that offer transforming experiences when traveling to increase well-being. The philosophy emphasizes physical, mental, and spiritual health, resulting in a unique and holistic approach to travel. Travelers are now looking for tourist places that provide the beauty of architectural art, breathtaking views, cultural attractions, and various health activities to help them improve their overall quality of life. The harmony between the value of architectural art, tourist attractions, and the health sector creates a synergy idea, which may be used to plan tourist destinations for wellness tourism (Kemppainen et al., 2021; Liao et al., 2023; Okinarum et al., 2024b; Wayne & Russell, 2020; L.-P. Wong et al., 2022; Yang et al., 2021). This is no exception for lactation rooms as public facilities, especially in tourist areas.

Based on Indonesian cultural norms, breastfeeding in public is currently considered an issue of privacy. Other countries report that public awareness of breastfeeding remains low due to stigma, discomfort, and humiliation. Therefore, the availability of lactation rooms that match the needs of breastfeeding mothers is critical to ensuring their privacy (Coomson & Aryeetey, 2018; Grant et al., 2022; Lee et al., 2019).

A study found that the environmental quality in a lactation room is influenced not only by basic functional aspects like indoor air quality, thermal comfort, lighting, acoustics, and building layout, but

also by natural, aesthetic, and recreational aspects, which are more psychologically oriented. In the case of a lactating room, these features include the presence of plants or flowers (natural), the lactation room's design (aesthetic), books or magazines, and radio or television (recreational) (Iyendo et al., 2016; Ulrich et al., 2020b). These natural, aesthetic, and recreational qualities should all be considered when evaluating the quality of a lactation room. In general, natural, aesthetic, and recreational components of the indoor environment have reduced stress, inhibiting the milk ejection reflex (Dewey KG, 2016; Fotiou et al., 2018). If the lactation room is to encourage breastfeeding practices, it may be necessary to incorporate natural, aesthetic, and recreational factors (Dellen et al., 2020).

Limited breastfeeding facilities in Yogyakarta's tourist areas, particularly Malioboro, are a major issue. Several buildings with breastfeeding rooms in the region are deemed inadequate, including a 1.5 by 2.5-meter room in the permanent building tourism area, in a child-friendly tourist area (Okinarum et al., 2024a). In truth, this is explicitly stated in the legislation governing the installation of lactation rooms in public facilities and offices (Indonesian Ministry of Health, 2013). Until the author did the research in 2023, the number of lactating room users in each government building was unknown; however, the average number of lactation room users in private shopping center buildings was 55.3 per week. Design plays a significant role in creating a memorable tourist experience. Thus, this research aims to develop a prototype of a portable lactation pod based on the design of a lactation room that emphasizes not only the aesthetics and attractiveness of architectural art, but also functionality, innovation, and attention to the needs of the space and its users, using the design thinking method.

2. Methods

2.1. Study Design

This study employed the design thinking method, combined with qualitative research and quality improvement techniques. The design thinking method is a problem-solving methodology that uses an empathetic lens to incorporate end-user and key stakeholder views throughout the solution development process. This method has origins in a variety of professions, including engineering, computer science, psychology, and business, and is becoming more common in healthcare (Krolkowski et al., 2022; Mueller-Roterberg, 2018). This technology was used to build the new generation of "Ruang Sehati" portable lactation pod. This strategy strives to address user needs by prioritizing design and functional factors, ensuring that the innovations developed are beneficial and not wasted. The design thinking process includes steps such as empathy, definition, ideation, prototyping, and testing. Thirty lactating mothers from Yogyakarta, who were traveling on Malioboro street, were recruited as participants in this study. From interviews to the establishment of the newest generation lactation pod "Ruang Sehati", the research period lasted from July to September 2023.

2.2. Data Collection Techniques and Data Source

Thirty participants were interviewed on different days, Saturday and Sunday in the first week of July, with each interview lasting 30 minutes. The interview was only conducted at the "empathize" and "testing" stages, meaning in the early weeks of July and September. This was done to learn about the demands of breastfeeding women who utilize lactation rooms in Yogyakarta's tourist destination. In the first stage, known as the "empathize" stage, researchers analyzed the demands of target consumers and conducted validation. At this point, the research team attempted to position themselves as breastfeeding women who frequently encounter barriers to accessing lactation rooms in tourist destinations. Researchers encouraged thirty participants to explore the first generation of the portable lactation pod "Ruang Sehati", which can be discovered at Teras Malioboro 2's west gate. Furthermore, they were asked general questions about their desires for public lactating spaces in tourist locations, and they were also invited to evaluate the first iteration of the portable lactation pod "Ruang Sehati" for the newest generations based on user feedback. The following stage is the "define" stage, which tries to develop a point of view based on user requirements. This is required so that the research team and developers may better maintain consistency in the development of the "Ruang Sehati" portable lactation pod. A use case diagram should include illustrations of the users. This graphic illustrates who utilizes the portable lactation pod and what can be accomplished. The use case diagram does not go into great detail about its application, but it does provide a quick summary of the interaction between use cases, factors, and systems. Throughout the "idea" stage, researchers or development teams brainstorm and generate creative ideas that include visual effects to ensure that the products are apparent or mimic genuine forms. The "prototype" stage is where researchers/development teams

begin to produce a depiction of the portable lactation pod "Ruang Sehati" based on concepts from the previous three stages. The third step is "testing," which entails field testing on thirty lactating mothers to refine the prototype and solutions by informing the next iteration and revealing information if the researchers or development team fails to articulate the problem effectively.

2.3. Method of Data Analysis

We employed purposive sampling until we had thirty participants to follow the series from start to finish. This study included lactating mothers from Yogyakarta, who were traveling on Malioboro Street; with children ages 1-12 months and were exclusively breastfeeding. Meanwhile, unhealthy lactating mothers were excluded. The dropout criteria included lactating mothers who did not finish the entire sequence of studies. Narrative analysis, is used to investigate the experiences people tell to understand how they construct meaning. It focuses on how stories are constructed and the substance within them, which is beneficial for understanding individual experiences (G. Wong & Breheny, 2018). It was approved in 2022, through an ethics review at the Health Research Ethics Committee, Faculty of Health Sciences, Universitas Respati Yogyakarta, Indonesia.

2.4. Thrustworthiness

Given the subjective nature of qualitative findings, it is vital to ensure their trustworthiness to establish both credibility and reliability (J.E. Dodgson, 2019; Stahl & King, 2020). Trustworthiness in qualitative research encompasses several key elements, including credibility, transferability, dependability, and confirmability (Rose & Johnson, 2020; Stahl & King, 2020). The authors conducted the analysis process individually and then jointly to enhance the trustworthiness of the results. Coding and categorisation were discussed within the team, with the final interpretation of themes agreed upon. To collect reliable data and promote transferability, the study's findings were distributed to the Tourism Office and the Health Office, both of which shared characteristics with the participants but were not enrolled in the study, and they were asked to rate the results for similarities to their own experiences. Eight experts from the two Yogyakarta City Government offices were also contacted to confirm that the statistics gathered were compatible with the participants' claims concerning the latest generation of portable lactation pods "Ruang Sehati" that meet the needs of users.

3. Results/Findings

2.1. Characteristic of Participants

This study involved thirty breastfeeding mothers who were traveling on Jalan Malioboro in Yogyakarta City. Breastfeeding mothers are 26 years old on average, with a baby age of 6 months, a monthly income of IDR 3.5 million, a working mother, a bachelor's degree, and their first child (see Table 1).

Table 1. Characteristic of Participants

Characteristic	n=30
Mothers' age (years)	
<20 yo	2 (6%)
20 – 35 yo	20 (66.7%)
>36 yo	8 (26.3%)
Babys' age (months)	
1-6 mo	15 (50%)
7-12 mo	15 (50%)
Household income (IDR)	
mean±SD	3,553,333±1,793,135
min-max	1,500,000 – 8,000,000
Occupation	
Housewife	10 (33.3%)
Working mom	20 (66.7%)
Education	
Senior high school	14 (46.7%)
College	16 (53.3%)
Number of children	
1	20 (66.7%)
>1	10 (33.3%)

Source: primary data

2.2. The Process and Results of The New Generation of Ruang Sehati Portable Lactation Pod Based on Design Thinking Method Approach

2.2.1 Emphasized

After researchers invited thirty breastfeeding mothers from the Malioboro street area to experience the first generation of the portable lactation pod, "Ruang Sehati," they expressed their desire to improve it as a public facility in the tourism destination.

"I think this portable lactation pod is pretty innovative, but it needs improvement for the next unit, such as extending size, ventilation, and AC, to ensure users are more comfortable." (P1, P4, P6, P7, P8, P10, P21, P22)

"This portable lactation pod has an excellent conceptual design, but it is not convenient because it is sweltering and stuffy." It would be preferable to include attractive plants in the room." (P2, P3, P11, P13, P15, P20, P23, P28)

"The room has considered the concept of privacy, but there needs to be useful information for us users, for instance when we breastfeed, we can read the information while reading it, or even consultation." (P5, P9, P12, P14, P16, P17, P18, P19)

"I appreciate the design; it is highly inventive, attractive, and 'instagrammable' (worthy of being shared on social media because of its unique spot), particularly around popular tourist destinations. Of obviously, this is a portable lactation pod as a tourist attraction, primarily the outstanding architectural design." (P24, 25, 26, 27, 29, 30)

2.2.2 Define

We constructed a point of view based on user feedback from the 'emphasized stage'. Based on user input, three elements were identified as necessary for this portable lactation pod: privacy, room size for user comfort, room lighting, ventilation, unique and attractive design, also educational aspect.

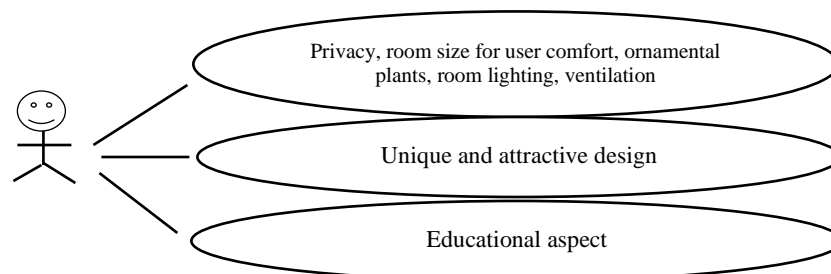


Fig. 1. Use case diagram of the new generation of "Ruang Sehati" portable lactation pod based on define stage

2.2.3 Ideate

The newest design of the portable lactation pod "Ruang Sehati" is identical to the first generation; the only variation is the bigger outer dimension of 3 m × 3 m and the inside size of 2 m x 2.4 m; the addition of an AC unit, water dispenser, and 2 wider mother's benches. The most recent version of the portable lactation pod "Ruang Sehati" is an upgrade over the previous generation, which had several flaws and was perfected based on the 'emphasized and define stage'. The outside design of this portable lactation pod highlights inspiration from the Yogyakarta City Government's symbols, Segoro Amarto (Semangat Gotong Royong Agawe Majune Ngayogyakarta), which is an abbreviation for the spirit of mutual collaboration for the advancement of the Yogyakarta. The portable lactation pod "Ruang Sehati" is a portrayal of Gunung (the Indonesian wayang symbol). The exterior design features the Ruang Sehati application barcode, which is valuable for interaction between breastfeeding mothers and Ruang Sehati lactation counselors, and additionally for users to find information about child development and breastfeeding on the website sapabidan.com (affiliated with Ruang Sehati) (see Fig. 2). In this study, researchers installed this portable lactation pod at Teras Malioboro 2 and Taman

Pintar, whose needs were identified by the relevant leading sectors based on user requests for public facility services.

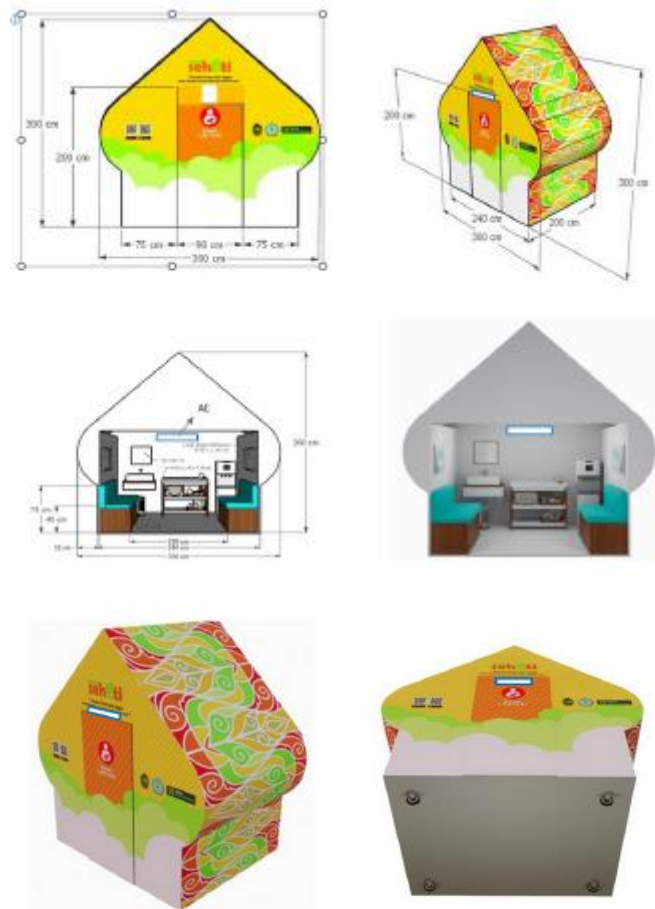


Fig. 2. Mock up design of “Ruang Sehat” portable lactation pod (new generation)

2.2.4 Prototype

The portable lactation pod that has been developed has the following components and specifications: 1) Composite aluminum body frame; 2) Galvanized hollow frame measuring 40x40 with a thickness of 1.6; 3) Laminated aluminum composite floor; 4) sink set; 5) changing table; 6) two nursing seats; 7) air conditioner; 8) dispenser; 9) A pipe from the water source to the sink reservoir; 10) A pipe from the sink to the drain. 11) garbage can; 12) branding/education poster; 13) outside branding sticker on the front; 14) mirror; 15) tissue holder; 16) electrical mechanics and lighting; 17) living plants (see Fig. 3).

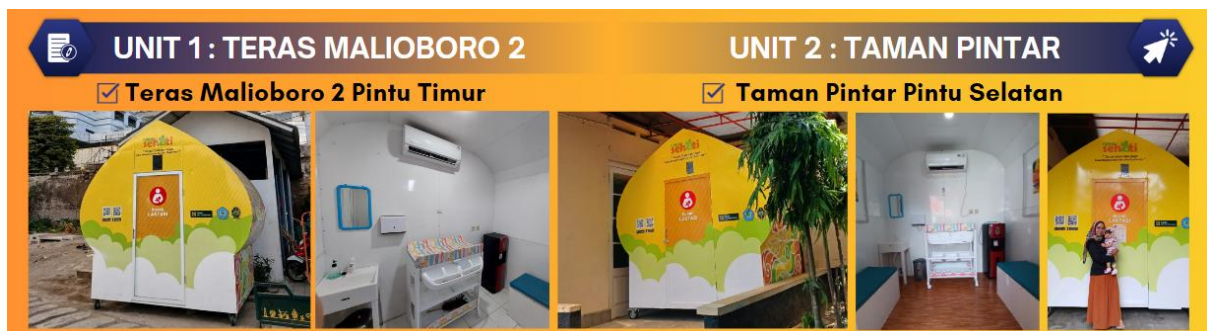


Fig. 3. The new generation of “Ruang Sehat” portable lactation pod (preview)

2.2.5 Testing

Based on the testing stage, four themes were found during development process the newest generation of the portable lactation pod "Ruang Sehati". These themes are the essentials elements needed by lactating mothers and their babies at the portable lactation pods in the tourist places, e.g functional element, natural element, aesthetic element, and educational element.

Table 2.

Theme	Subtheme
Functional element	Extend size of portable lactation pod Privacy Comfortable place Supporting equipments
Natural element	Indoor and outdoor living plants
Aesthetic element	Unique and attractive design
Educational element	"Ruang Sehati" mobile application Counselling with lactation counselors

Functional element

Participants thought the most recent generation of portable lactation pods "Ruang Sehati" met the minimum requirements for functional aspects in a breastfeeding room. These elements include a room that prioritizes privacy with doors that can be properly closed, adequate air ventilation that is free of air pollution, a quiet and noise-free environment, adequate light without overly bright lighting, the availability of a sink and clean water flowing, and other supporting equipments, e.g: a storage table, an air conditioning, a changing table, and a trash can.

"I thought that this portable lactation pod truly unique; its developers and researchers have also adapted to our requirements. The lactating area has been expanded to make us more comfortable, and air conditioning has been installed so we don't feel overheated." (P1, P4, P6, P7)

"I feel that this portable lactation pod is quite complete and fulfills our needs by consistently providing a closed room with adequate ventilation, free of potential dangers such as pollution, a quiet environment, adequate lighting that is not too bright, a sink with water flowing, supporting equipment such as a trash can with a lid, and an air conditioning." (P8, P10, P21, P22)

Natural element

Plants in the room can help alleviate stress, anxiety, and depression. As thus, having some of these plants in the lactation room is highly beneficial to breastfeeding women who require peacefully.

"This portable lactating pod has an outstanding conceptual design, and unlike the previous one, which looked unpleasant this space is much more relaxing and delightful with plants for decoration. I feel that this satisfies our needs and have complied with government regulations regarding lactation room facilities." (P2, P3, P11, P13)

"This newest generation of portable lactation pods is extremely amazing; it truly recognizes the special requirements of breastfeeding women and their babies in tourist destinations. The room is cozy, and entering it seems fresh, with living plants to freshen the environment and breathing." (P15, P20, P23, P28)

Aesthetic element

In the opinions of the following participants, the aesthetic element in constructing art is one of the factors that makes it attractive and makes its unique impression:

"I really enjoy the design; it's incredibly original, fascinating, and appealing. I argue that the lactating room should consider not only the concept of its function, but also the aesthetics of the structure and design, to make breastfeeding mothers and their babies have an enjoyable breastfeeding in the room." (P24, 25, 26, 27, 29, 30)

Educational element

Breastfeeding process is never effortless; it requires patience, accuracy, commitment, and support systems. As consequently, in some participants below have stated, health education services about breastfeeding are also required in the lactation room.

“The most recent generation of portable lactation pods differs from the previous generation, which merely included educational posters. This latest generation of portable lactation pods offers lactation counseling services along with information on breast milk and baby development via the Ruang Sehati mobile app. Therefore, while breastfeeding, we can read the information.” (P5, P9, P12, P14, P16, P17, P18, P19)

4. Discussion

Participants in this study were on average 26 years old, with an age range of 20–35 years. Several similar studies have found that breastfeeding mothers over the age of 25 and under the age of 35 are more likely to be successful in providing exclusive breastfeeding to their babies because the mother's psychological state is already secure in breastfeeding her baby. In response to the findings of this study, breastfeeding mothers under the age of 25 continue to provide exclusive breastfeeding and even breastfeed until their child is 12 months old (Abekah-Nkrumah et al., 2020; Hunegnaw et al., 2017). Additional findings from this study found that breastfeeding mothers who exclusively breastfeed have a higher household income. Alongside, they are working mothers and have a higher education level. This is consistent with other previous studies. Breastfeeding women with greater education, particularly those with a higher monthly income, are more able to understand the positive effects of exclusive breastfeeding. In this study, breastfeeding mothers with high salaries preferred to purchase the most nutritious vitamins and nutritional supplements for themselves and their baby (Hendaus et al., 2018; Hunegnaw et al., 2017; Maonga et al., 2016; Putri et al., 2020). Previous research has found that being a working mother in an environment that encourages nursing for babies can enhance working mothers' motivation to continue breastfeeding their babies.

Portable lactation pods are an innovation in public facilities that can contribute to wellness tourism by providing structures that offer comfort and safety to their users, particularly breastfeeding mothers and their babies (Souza et al., 2021). They are vulnerable subjects, hence public facilities designed for them have to prioritize patient safety attributes, including functional elements in portable lactation pods. Functional elements are one of the most essential elements required to develop the portable lactation pod "Ruang Sehati" in its newest generation. The regulations established by the Government of the Republic of Indonesia in the law specify the requirements for a permanent lactation room with a space size of 4 m x 3 m and an interior equipped with breast milk storage equipment and other supporting equipment (Basrowi et al., 2018; Indonesian Ministry of Health, 2013). However, because this lactation pod is intended to be portable, we basically fulfill minimum requirements and adapt it to the available area in a building for space efficiency. The most recent generation of the portable lactation pod "Ruang Sehati" provides functional elements such as closed room with sufficient ventilation, door with the key, free from potential danger (including free from pollution), quiet environment, sufficient lighting not too bright, available washbasin with flowing water, and support equipment (chair, table, trash can with lid, air conditioner, tissue, changing table, water dispenser, and mirror).

Participants in this study acknowledged their desire for live plants in the lactation room. Finally, we attempted to satisfy this feedback by placing living plants, as a natural element, in the newest unit of the portable lactation pod "Ruang Sehati". Humans have long coexisted with nature, therefore they recognize the health benefits of being in nature (Chen et al., 2022). Furthermore, Stress Reduction Theory (SRT) emphasizes that stress is the process by which an individual responds psychologically, physiologically, and often behaviorally, to conditions that challenge or threaten their well-being, and the natural environment helps recovery from stress, while Attention Restoration Theory (ART) emphasizes that the natural environment offers advantages for the restoration of directed attention for effective human functioning (Ulrich et al., 2020a). Empirically, an increasing quantity of research on human-nature interaction has revealed that contact with nature improves human emotions, physiological functioning, attention restoration, behavior, and health (Bosch et al., 2017).

An aesthetic element brings value to the attractiveness of the building art in the portable lactation pod "Ruang Sehati." It may give a distinct impression to its users, eventually satisfying the demands of the health and tourism sectors in the wellness tourism industry. A study discovered that breastfeeding mothers who spend longer in public places want a breastfeeding environment that fulfills minimum standards, such as cleanliness and silence, while also providing the essential comfort, aesthetic, and decorative characteristics. Hence, they can feel at ease for a long time while using the lactation room with these features (Sağlam et al., 2024). The architectural design of healthcare facilities has a significant impact on patients' emotional experiences. In this example, multiple studies have been conducted to determine the relationship between design variables and health facility user responses. Color has been extensively explored since it is constantly present in the environment and can be easily altered. Warm colors, such as orange and yellow, generally perform well on comfort, putting them at the forefront when users evaluate breastfeeding rooms (Kyu et al., 2018). This is the foundation for the portable lactation pod "Ruang Sehati" to determine the prevalence of warm colors.

The educational element is the last component necessary for a portable lactation pod. Furthermore to providing a breastfeeding place, "Ruang Sehati" provides an application with information about breast milk and baby growth and development, and it offers support services from lactation counselors. Breastfeeding mothers can access this service by scanning the barcodes on the outside and inside of the portable lactation pod. The chat service with a lactation counselor aims to assist breastfeeding mothers while also motivating and educating them on the benefits of breastfeeding. Several studies have emphasized the necessity of education because there are multiple hurdles to continued breastfeeding in the workplace and public places. Education and counseling in public places have positive outcomes (Basrowi et al., 2018; Ratnasari et al., 2017; Susiloretni et al., 2015).

This concept will require some further enhancements so that it can be mass produced and then easily installed at multiple locations without the need to hire an installer. Currently, the portable lactation pod "Ruang Sehati" connects to the water supply via pipes, making it impracticable for the portable concept. As a result, in the future, water recycling technology will be required to make it more cost-effective and simple to maintain.

5. Conclusion

The portable lactation pod "Ruang Sehati" has acquired public acceptability after a 'testing stage' to assess user feedback. "Ruang Sehati" is the first portable lactation pod in Indonesia, which was created via transdisciplinary thinking, combining architectural art, tourism, and health. Nowadays, modern education involves not only a mechanical approach but also a holistic one. This worldview is strongly related to the system perspective, which recognizes that a phenomenon is interconnected and interdependent on one another. The portable lactation pod "Ruang Sehati" takes a multidisciplinary, interdisciplinary, and transdisciplinary approach to fulfill the necessities of breastfeeding women and their newborns, as well as the wellness tourism industry. This idea has the potential to grow into a pilot project that promotes wellness tourism in Yogyakarta on a national scale, which the Yogyakarta Provincial Government would then expand upon in several destination tourism units.

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