THE 4th INTERNATIONAL CONFERENCE ON CREATIVE INDUSTRY: CREATIVE EXPERIENCE

Surabaya - Indonesia, 11 October 2017

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Published by:
ITS PRESS
2017
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Khoirul Rpzikin
Suhartono
Cholis Arfiyan P
Rustiono
Joko Purnomo
On behalf of the Organizing Committee, I am very pleased to welcome you to the 4th ICCI that is held in Surabaya, the capital of East Java that has known with the colonial building around the city.

The world we live evolved to the best form where experiences are well designed. Creative workers tend to push their work to the area that would result emotional respond. Many creators will dig deeper to find the way to impress the emotional side of audience. The 4th ICCI theme in 2017 is about how people in the creative area of industry develop the idea of engagement, touch point and measured effect of people in the social field, creatively. This area become a crowd junction that collaborate (traditional) creative field with other discipline such as cognitive science, architecture and environmental design, psychology, linguistics, theatre, information design, ethnography, brand strategy, interaction design, service design, storytelling, technical communication, etc.

We hope there will be fruitful partnership and collaboration following the enthusiastic discussion during the conference.

General Chair
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(Creative Hands Art School, Bothell, United States)
# THE 4th ICCI 2017 CONFERENCE PROGRAM

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Founder of Graphic Design Pte Ltd. Business Entrepreneur, Singapore  
Andrews Resthals  
Founder of Komachi, Indonesia |
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I. CREATIVITY AND EDUCATION
Creative Storytelling – Disseminating the Ideal City, Healthy and Accessible House

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Maria Monica Sumoprayogo
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Abstract – The urban environmental degradation become a current strategic issue because of lack of awareness. Young generation had important role to maintain the environment. And the awareness were to be nurtured as early as possible. The creative storytelling on the ideal - healthy city, especially related to healthy home, was very important activity to increase the awareness. A book storytelling with colourful illustrations were proposed in three elementary schools and one junior high school (for the blind). The method was found effectively increasing the understanding on healthy city. The Kisa Kita Kita (Our City Story) book, written by Dian Kusuma Wardhani and Watiek Ideo, contained 10 short stories, encyclopaedias, and unique facts about healthy city. After telling the story, the elementary school children were involved in the visual artistic activities producing drawing and small home models. Meanwhile for bridging the communication with children with visual disabilities, a healthy home model were produced. For the visual impaired students, the creative poetry writing was proposed to measure the understanding on healthy homes.
Representation of Character Education in Religious Theme Comic for Students of High School

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Comic Media is one of a visual media which is favored by teenagers. The discussion is focused on searching on the criteria of character education elements of local comic with education theme. The Result of this research points that comic with religious theme becomes a representative media in delivering the character education. The different style of the story tale and visual amongst the comic makers will make difference on the character education plots or contents in their works.

Keywords – character education, religious comic, representation
Designing Infographic Media of Islamic Healthy Lifestyle for Muslim Youth

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Abstract — Modern life makes people more busy. The rhythm of life that requires speed and instantaneous makes the quality of human health declined rapidly. Therefore, more and more people are aware of the importance of healthy living, and begin to look different offers of healthy lifestyle programs. In Islam, healthy lifestyle has been introduced since 1400 years ago by the Prophet Muhammad (peace be upon him). Besides his main duty as a prophet, he also pay attention to a healthy lifestyle which is incredible, and it still remains relevant executed in the modern era as it is today. However, it needs the good strategy to reintroduce Islamic healthy lifestyle to muslim youth of today. Selection of the appropriate media, accompanied by clear and attracting infographic can be a solution. This paper will discuss how to design an effective infographics media to reintroduce Islamic healthy lifestyle to muslim youth.

Keywords — health, infographic, islam, lifestyle
Design of Education Media For Disaster As Awareness of Life Space In Disaster Area

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Abstract — The visual communication media produced for disaster education has been widely developed, both by government and independent agencies working on a voluntary basis. This study aims to identify, understand and explain the study of visual content on disaster education media in the strategy of transmedia. Some of the educational media that have been developed utilize the approach of local people's speech culture such as through songs or people's games, but it is not known how well the public understanding of the emergency situation when the disaster occurred.

The research method applied is grounded theory with qualitative descriptive analysis. Grounded theory is a qualitative research design in which the researcher generates a general explanation (theory) about the process, action or interaction formed by a number of participants.

Technological developments close to the user allow opportunities to take a role in disaster and mitigation education. The research will trace the formal aesthetics of educational content design on disaster mitigation as a disaster education effort through various possibilities in communication approach through visual language in disaster education.

Keywords — i.e. disaster mitigation, education, transmedia storytelling
Composition Two Dimensional of Patra As Taste the Sensitivity on Basic Design

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Abstract - Basic Design or better known as Nirmasa is a course included every term of the curriculum on the campus of Indonesian product design. Nirmasa is basically the eye elementary lectures that provide stimulus to students to be trained sensitivity to sensory elements of visual elements that are at the core of the art and design disciplines especially regarding aesthetics. As a stimulus, nirmasa has a variety of exercises given to students. The most exercise commonly done is the processing of formalistic elements dwimatra. Formalistic elements of the form of design: point, line, field, volume, color processed and developed by looking at the perceptual element. Perceptual elements often vary in their appreciation and evaluation. Call it Composition which became one of the perceptual elements in nirmasa. Compositions are often assessed on angles different viewpoints, especially the evaluators look at the subjective and make tidiness as a determinant of good value or not. Though Composition is a dynamic element and have tendency according to the taste process of the manufacturer. The composition of the form in the nirmasa basic design have different tendencies for each student until in this research the pattern and the tendency of the composition in the nirmasa of the design will be mapped again by looking wrong a student assignment on dwimatra composition. The purpose of grouping such compositions is seen how the process of taste from students so that the evaluator does not just respond to the work subjectively, but can be felt deeper approaching objectives.

Keyword : Nirmasa, visual element, pattern of composition, two dimensional
Redesign of ITS Website to Support The Campus in Becoming A World Class University

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Abstract — Website for educational institutions represents their existence in the virtual world. Nowadays, the internet society has established many ways to evaluate and rank a university or institution not only based on their academic and non-academic merits, but also by its website’s quality. The redesign of ITS Website is a project undertaken to support ITS’s vision of becoming a world class university by entering the world’s top 500 best universities. The measurement variables for ITS rankings are Webometrics, Quacquarelli Symonds (QS), World University Ranking (WUR), and 4 International Colleges and Universities (4ICU) due to their website assessment. For that purpose, this project is carried out with several methods to ensure the best outcome for the website involving a deep interview with stakeholders, literature study on content strategy and user experience, information structure reorganization, and user interaction designation. The objective of this website redesign is to attract the attention of new students and future prospective students for ITS. In addition, the project result is expected to be able to improve ITS web performance in achieving a better ranking. The final outcome of the project itself is a website design with a new user interface, feature, content structure, platform strategy, and media deployment.

Keywords — Content, ITS, Redesign, User Experience, User Interface, Website
The Development of ITS Mascot Design for Amplify Visual Branding

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Abstract — Mascot, besides its function as a feature of identity, it could also be developed into a tool for building the entity of the brand itself. As a part of visual identity, a mascot could even become a part of legal property of the brand entity. Although fundamentally, Institut Teknologi Sepuluh Nopember (ITS) already has official attributes for its visual identity i.e. logo, symbol, and color identity, but there is a high chance for developing a mascot character as a support for promotional activities and branding amplification of the institute. This research aims to develop the character design of ITS mascot as a part of ITS identity in order to amplify institutional branding. Through authentic ITS mascot design, it's expected to be a unique identity of the institute, which could also be developed as visual attribute in campus events, institute promotions, souvenirs, as well other merchandise. The result of this research could be utilized as materials review policy in implementing mascot design as a part of visual identity property of the institute.

Keywords — Mascot, Visual Identity, ITS Branding, Character Design.
The Studies of Student Attachment in Environment Behaviour at Studio Classroom

Case study: Studio Classroom of Interior Design Department ITS

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Abstract — Human behavior in a room is determined by the comfort factor of space. One of them is the furniture layout in the room. To improve productivity, the layout of furniture with a good circulation needs to be adjusted based on user needs and comfort. The arrangement of furniture in this case becomes important; therefore, the study of environmental behavior design on student attachment is necessary considering the room is used for learning. The objects taken are similar-sized studio classrooms 101 and 305 Interior Design Institut Teknologi Sepuluh Nopember (ITS) which used everyday.

Keywords — behavior, furniture layout, attachment, circulation, studio class
II. CREATIVITY, CHILDREN AND HERITAGE
Character Driven and Design Development on Telaga Warna folklore for Children

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Abstract — Interest in reading Indonesian society is categorized as low and apprehensive. The reality have an impact on the low quality of human resources in Indonesia. The cause comes from many things, one of which is the lack of reading culture from an early age. As another form of effort to increase the reading interest of the community, especially children, the development of library collections and reading parks needs to be done. One form is the manufacture of children's book illustrations. The story content provided is the folklore of the archipelago, which is now beginning to lose its existence. By developing children's early literacy, reading culture in Indonesia is expected to increase. With the growing culture of reading, it will also affect the increase in the quality of human resources in Indonesia, particularly reading as a means of character education delivered through the character design on a children's book.

Keywords — Children book, character, Indonesian folklore
The Design Of “Pos-ID” Board Game for Ages 9-12 Years as Effort to Build Awareness of Services and Products of Indonesian Postal

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Abstract — Post Office is a state-owned company engaged in the postal service, logistics and counter payment. The emergence of private companies in the field of logistics with faster delivery up to and guaranteed to cause a decrease in the number of users of products and services Pos Indonesia (brand name of Indonesian Postal). This raises the urgency to rebuild public awareness of Pos Indonesia and introduce the growing Pos Indonesia products and services through new media in addition to TV commercials, brochures and events, board games. The design of this board game is done by experimental research method, depth interview, field observation, and questionnaire. All the research results will be analyzed to get the concept of board game design that can introduce products and services Pos Indonesia. The game is expected to raise children's awareness of the services and products of Pos Indonesia.

Keywords — Awareness, Products and Services, Pos Indonesia, Introduction
The Implementation of Educative Maritime Concept on the Interior Design of Daycare as the Facility Support for Child Growth

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Abstract—Every child has a “Golden Age” phase in the process of growing between the ages of 0-6 years. At this time every parent will certainly provide education and supporting facilities in accordance with the age, so that children’s intelligence can grow optimally. However, parents who work in the company experiencing child care constraints, so they require a temporary child care facility, called daycare. Daycare has an important role to support the development of cognitive, affective, and psychomotor aspects in children, so it must have an interesting interior design concept. One suitable aspect applied in the concept of daycare is maritime aspect. Looking at the maritime sectors which become one of a major force in Indonesia, it will be very interesting to apply as a concept of learning and introduction to early childhood through playground and fun learning in daycare. The realization of the educative maritime concept can be formed in furniture adapted from marine biotez. The dominant blue color as a part of applying underwater themes combined with pastel colors. Cartoon characters type of children is also introduced as aesthetic elements that stimulate activity and pleasure.

Keywords – Daycare, Interior design, Children, Maritime, Educative
Boardgame Design about Early Aged Investment for Children

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Abstract-
When a child reach an age of 9 years old, their brain ability, energy, intelligence of human have a very high development. In this age, a child will be ready for learning an investment. The fun way of study could be applied in educational game, one of them can be found in Boardgame. The Research's Objective is Designing an interactive and attrative boardgame about early aged investment for child in 9 years old and older. The concept which will be applied is a fun educational boardgame about investment for children, in whilst, their experiences in the game can be implemented in their daily life.

Keywords— Early Aged Investment, Education, Boardgames, Habit
Creative Process In Poster Production for Wayang Kulit Show

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Abstract — GestiSutis is one of the creative industries in Indonesia that rarely encountered. The existence of GestiSutis becomes its own appeal for further review, especially regarding its creative work process in producing Wayang Kulit posters. This research aims to reveal the creative process of GestiSutis in producing Wayang Kulit Posters. The method used in this research is descriptive qualitative. Data were obtained through in-depth interviews with key informants GestiSutis, observation, and content analysis. The data obtained were analyzed using interactive analysis technique. The results of this study indicate that first, in the arts group requires good management in the process of creative work. Secondly, through its creative work GestiSutis can contribute in the development of national economy.

Keyword — creative work, design management, poster art.
The Exploration of Sasak Cultural Heritage into Interior Hotel Design

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Abstract — Lombok is one of the most exquisite island with tropical lifestyle and also cultural richness from its local tribes. Located in Indonesia, Lombok Island has strong and unique tribe called Sasak. It has many beauty cultural heritage which attracts lots of tourists such as tenun fabric, traditional lumbung padi building, and many more. Along with the increasing amount of tourists visit in Lombok Island, hotel accommodation demand is getting higher. The more hotels build means the competition among hotels to attract tourist is higher. One of the primary determinant factor is the interior design. Because interior determine comfort and beauty inside a building into a good harmony combination for visitor to enjoy. As Sasak tribe has strong and unique cultural heritage such as Lumbung Padi building and tenun fabric to attract tourists, it is a bright idea to make a design concept of it to be applicable in interior design of a hotel. Aside of the increasing hotel visitors, the design concept automatically introduce Lombok cultural heritage to worldwide tourists.

Keywords — Lombok Island, Sasak Tribe, Interior Design Hotel.
Study of Batik Motif From Molecular Inspiration To Enrich the Composition of Nusantara Batik Motif

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Abstract — Batik as one of Indonesia’s cultural is an icon of national identity that is very close to the community because it can be reached by any people. The beauty of batik lies in a combination of motifs and colors are applied, its a meaning about the uniqueness of the origin from manufacture of batik. The development of batik motif increase every years. Batik artists are expected to make new breakthroughs in batik design. Therefore, it is necessary to innovate the design of batik motifs. The pattern of the formation from leaf stomata molecules processed into a unique batik motif and has a high artistic value. There are three phases of design that must do, observation of leaf molecules, sketching the formation of leaf molecules, making the composition of batik motif from the existing molecular formation then go into the process of batik. By observing the principles in batik ‘seri-seri’ and ‘nglatan’. So the result of the composition batik molecular motifs can be balanced between large and small size. Batik motif of this molecular inspiration has a uniqueness in terms of the process of creating a form, setting the composition between the stomata and color formations. Formation of this batik motif also looks neutral so it can be used in anything without reducing the meaning of the batik motif itself.

Keywords — Motif Batik, Molecule, Stomata, Leaf, Indonesia, Unique.
Designing Visual Book Exploration of Batik Jombangan Patterns

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Abstract - The lack of 'Jumbangan patterns' and experts in the field of batik became the main problems in development of Jombang batik. Nowadays, there are only two unique patterns of Jombang batik products. Generally, Jombang batik tends to be made with a stereotype pattern according to market preferences and it makes difficult to identify Jombang city by its batik patterns. This study examines the exploration of batik patterns adapted from various potentials of the Jombang city. Researchers use observational and research methods of depth interviews to obtain primary data as well as experimental researches, literature studies and existing studies to obtain secondary data as the basis for conducting design. With the concept of "Jelajah Pesona Batik Jombangan" this design explores the range of potential areas that could formulate into batik patterns.

The final design in a visual book contains a brief knowledge of Jombang batik as well as the results of the exploration of the new Jumbangan patterns. This book is also enhanced with visual elements as the main ornaments, additions, and 'insa' combined to produce a variety of unique patterns Jombangan for the inspiration of batik craftsmen in creating new distinctive patterns.

Keywords - Jombang, pattern exploration, visual book
III. CREATIVITY AND TECHNOLOGY
Creative Accessibility Improvement of All Users in Petra Christian University Library

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Abstract — Learning environment had indirect impacts on student achievement, creating the positive attitudes, higher studying motivation and undoubtedly better performance. The accessibility aspect of the learning place was crucial for educational facility such as University Library in the higher education. On the other hand, because of the old building's design, many users found accessibility barrier in Library @ Petra University's facilities. The accessibility issue for all users was found in FGD, which include persons with disabilities, senior persons, pregnant women as well as children (USER – CENTERED principle). The Redesign of Library @ Petra was proposed based on inclusive design principles. The EQUITABLE BUT REASONABLE USE principle would be granted by the provision of assistance corner for special users, internal lift, accessible pathways and rotating spaces, accessible meeting areas and accessible toilet. The SIMPLE and INTUITIVE USE was to be fulfilled with braille – visual signage and guiding path for the blind. The LOW PHYSICAL EFFORT was applied in the lift, accessible toilets and assistance to get books in certain inaccessible areas, computers for special users (blind users) were provided for reading, to access e-book and catalogue. The PREVENTION OF USAGE ERROR principle was proposed in the voids’ 150-cm height railing and anti-slip flooring.

Keywords — Creative reuse, Accessibility, Disability, Pregnant Women, Senior Person, Children
IMPLEMENTATION OF LEG JOIN MECHANISM ON DESIGN OF UNLOADING PAIRS EDUCATIONAL TOYS

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The join leg mechanism is a set of shafts and sleeves of scalable size that can turn rotational inputs into ellipses such as animal footsteps. During this mechanical join leg has not been much explored. On the other hand, the mechanical join potentially opens the space of mechanical imaginaries. Leg join mechanism can be developed into a variety of animal legs, such as mammals, arachnids, aves (poultry), etc. Then the results of the study can be used as an animal replica toy that can walk or drive.

To realize the idea, it takes several mechanical study and analysis, such as leg join mechanism study, transmission systems study, and steering system analysis.

This research produces the application of join leg mechanism in animal unloading pairs toys that leads kids to understand mechanical basics and construction.

Keywords – i.e. Leg Join Mechanism, Educational toys, Animal toys
Design Low Cost 3D Holographic Display for Indonesian Museum – Pyramid Form

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Abstract – 3D hologram is one of new technology that used to deliver information, education, promotion, advertising, and games. A survey noted that, 60.5% respondents confirm about the importance of 3D hologram technology as an effective tool for teachers, while 45.5% believed 3D hologram technology will be an effective teaching tool for the future. And 47.3% teacher in all stages education mentioned that 3D hologram technology could not change the face of education, but can support them in teaching. The rapid development and dissemination of digital technology in the everyday life is applied in museum exhibitions has the potential to significantly improve the enjoyment of cultural heritage contents by the visitor, who may be increasingly actively involved in the cultural artifact exploration.

Keywords – ragger fish leather, leather goods, ladies bag
Design of Postural Equipment on Wheelchair for Children with Cerebral Palsy

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Abstract — Children with cerebral palsy (CP) have muscles that are smaller, weaker and more resistant to stretch compared to typically developing people. CP refers to a permanent condition, however, children can learn to cope with the condition as they grow. Treatment often brings about improvement, such as occupation treatment. Occupation Treatment can happen at special school. Based on Kemendikbud's data, there are 1,967 special schools in Indonesia with 26,617 students as well as an estimated 1,000 students are children with CP at 2016. But the use of the postural equipment is mostly still using products which are used for normal children. Children with CP have different need for their body, such as bad postural. The Objective of this research was to investigate the effect of postural equipment on postural stability and study activities efficiency in children with cerebral palsy. Specifically designed seat postural equipment was used. Four postural equipment was used in this study: 1) seat postural equipment, 2) three different system of side supports, 3) desk, and 4) study equipment. Children with Cerebral Palsy at SDLBD YPAC Surabaya are included in this study. The Result of our study demonstrated that the postural equipment have effect on the study activity in children with cerebral palsy and recommended postural equipment design of students with cerebral palsy in study activities. Side support systems that help to correct children with CP's posture.

Keywords — i.e. Comfort, the Postural and self-confident design of seat postural for a wheelchair.
Seating Design for Patient’s Visitor at Public Hospital

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Abstract — Public hospitals are government’s public health service that are prioritized to serve the inhabitant in their own region. In order to provide good health service in their own region, regional public hospitals should be able to compete with private hospitals, especially facing the demand of technology in the field of health services which is balanced with the local culture, based on the local people habit. Indonesia is a country which has high solidarity. This solidarity is also reflected in hospital. It is common for hospital patient for being accompanied all the day with one patient care. This care is usually the patient’s family or fellows. In addition, patient is usually being visited by their fellow, neighbor, or friend in hospital. Care and visitor are an important part of the recovery process and are welcome in hospitals. They can help people recover faster, and also help reduce their anxiety and stress. However, the attendance of care and visitor causes problems. The problem comes up when the number of furnitures in the room is less than the number of room user. These activities lead to shiny and crowded atmosphere. Multifunctional seat can be the solution of these problems to maximize spatial function at the hospital in order to support health service process. The ability to create efficient seat makes people feel comfortable in a space which can improve the productivity and support the psychology of care, patient, and visitor as well.

Keywords — ergonomics, public hospital, seating
The Lighting Studies Of Computer Laboratory Towards Building Direction

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Abstract — Lighting is an important factor in a room. With proper lighting users will feel comfortable in doing the work so as to increase user’s productivity. To improve user productivity, indoor lighting needs to be adjusted to meet the needs of its user. Setting of light becomes important in that case and to response that, a study of daylight and artificial lighting in a classroom is needed as that room is the place for studying. In this research shown the relationship between light and building direction. The object that used as a case study is Classroom 306 of known as Computer Laboratory of Building R Department of Interior Design Institut Teknologi Sepuluh Nopember (ITS).

Keywords — Lighting, laboratory, interior, building direction
The Application of Current Multimedia Technology In The Showroom Space

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Abstract — Showroom as a mean to show off objects would require interior treatment in order to attract the attention of the target audience. Various treatments can be done include lighting treatment, layout arrangement, decorative elements, and use of interactive displays. In this research, the design of the exhibition space of electricity education museum in Jepara becomes a case study for the latest multimedia applications. The interior design of the museum of electrical education aims to create the museum’s interior as a means of education and recreation, so visitors can absorb information without feeling bored. With the Human Centered Design approach, the design focuses on various factors that affect human as user in their interaction with objects on display. One way to create a fun atmosphere is to build a more dynamic interaction between visitors with show objects. By using the latest technology such as virtual reality and augmented reality, it is feasible to create objects that show not only stand individually, but also able to create interaction with visitors.

Keywords — Showroom, Education, Electricity
Prototype of Decoupage Image with Indonesia Theme to Support Indonesian Branding and the Craft Industry

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Abstract.

Decoupage is a method to make images in a product (with any variations in form, material or size) by cutting and gluing a picture tissue to a product. Image in tissue can be made by hand drawing or digital imaging. By the digital imaging method, decoupage product can be systematically produced in big volume in more precise and efficient. Decoupage image can be applied in a thin paper, such as: napkin tissues, rice paper and others. Decoupage paper can be applied in many kinds of material, such as wood, bamboo, glass, ceramic, fabric, and others. Because of its thin, decoupage paper can follow many kinds of surface type, shape and size. According to that, decoupage can be applied to many products, such as: bag, clock, furniture, box, poster, keyholder, to increase aesthetic value and function. A problem of decoupage craft in Indonesia is there is lack of design with Indonesian theme. Existing decoupage papers in the market are imported product with have been filled by international image themes.

On the other hand, Indonesia is rich with unique themes, such as: architecture objects, endemic flora and fauna, arts and culture. Indonesia is rich with potential small industries especially in craft product, such as: bag, home décor, wood, bamboo, and others. This research aims to: 1) define Indonesia potential object that interesting to consumer; 2) make concept and design or drawing style that interesting to the consumer; 3) make concept and design that fit between decoupage image and product as decoupage media; 4) make experiment of printing process on decoupage paper. The research outputs are: 1) decoupage paper with Indonesian theme: architecture, portrait, flora, fauna and art and culture; 2) decoupage product with Indonesian theme: wall clock, clutch bag, tote bag, boxes and furniture. The Indonesia decoupage product can be a potential values to contribute in Indonesia branding program. The Indonesia decoupage design can be a solution to these problems that can support small industries to apply decoupage product with Indonesian theme and to increase creativity of small industries especially in craft and home décor product.

Keywords – decoupage paper, decoupage product, Indonesia object theme, small industry
IV.

CREATIVITY AND LIFESTYLE
The Styling Process of Indonesian Three-Wheeled Vehicle Design for Comfortable and Safety Factor

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Abstract – Astra Otoparts is a transportation company who focusing on mass production and collaborating with Honda in Indonesia. Japan is known well for the vehicles around the world, one of them is Honda. Seeing that Indonesia is a developing country with a massive population, the Japanese didn't hesitate to make factories in Indonesia to produce and assemble the vehicles produced here. Indeed, Indonesia is the country of category 3, which mean the state of production. However, Indonesia should be able to enter into the country category 1, the state of designing. Indonesia already has sufficient human resources to design a method of transport with the styling idea concept. Astra Otoparts secretly has a vision and mission to design a new styling of vehicle in the mixture of car and motorcycle. So, Astra Otoparts contacted Esa Design Center for collaborating for their design work. The reason of Astra Otoparts to build this thing was simple, they make a solution how the motorcycle rider no longer get rainy and get the heat by the sun.

Index terms – transportation design, automotive design, vehicle design, industrial design.
Semi Automatic Verticulture Hydroponic Flow System Installation Design

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Abstract — Hydroponic is the method of cultivation of plants using mineral nutrient solutions in water and without using media planting land or commonly called soilless culture. Hydroponic enthusiasts are increasing every year, can be seen from hydroponic communities in various cities scattered throughout Indonesia as well as high public interest in the annual routine ‘National Hydroponic Gathering’. Required equipment to support hydroponics activity, the existing hydroponic gardening facilities have some problems in their use, including difficulties during tool sterilization, pump service difficulties, and laying on available land. From these problems can be a design opportunity that requires a design that is easy to understand and in accordance with user needs, especially for beginners. Based on the last research about hydroponic by urban user, there are three main design concept especially for beginners: easy grow, simple maintenance, simple control. From the research, there are several design concepts ‘Easy Grow’ is hydroponic gardening tools that facilitate easy planting by giving additional seeding tray for seeding activity with vertical arranged vertical hydroponic verticulture system, ‘Simple Maintenance’ design which is to make separate pump installation with the main buffer structure and the detachable reservoir, ‘Simple Control’ design that facilitates easy monitoring of the system by automatic rotation method, as well as multi-system design that can be used for flow system and static system so it can be used by beginner.

Keywords — i.e. Urban, Verticulture Hydroponic, easy grow, simple maintenance, simple control
Indonesian Pattern for 3D Printing Fashion Development

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Abstract – The use 3D printing technology has expanded into fashion design. The world designers are currently working on developing patterns that possible to be created as 3D printing garment. Indonesia has many unique pattern that can be develop on this technology. This article reports our trial on developing batik kwung pattern by using 3D printing technology and to show the chance of Indonesian pattern into modern fashion.
Business Hotel Interior Design with Modern Luxury Concept and Natural Nuance

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Abstract — Business hotels as one of the hospitality industry continue to grow. One reason is because of economic development in a region. With this development, many businessmen come and do business activities in that specific region. The interior design of a business hotel with modern, luxury, and natural concept aims to give luxurious and functional impression as well as comfortable feeling like we feel at home in order to increase the selling value of a business hotel. The application of modern luxury concept and natural nuance in the business hotel’s rooms are applied to all interior elements, such as the use of up ceiling and geometric-shaped hanging lamps, wood panels arranged vertically on the walls, furniture with simple shape, and materials with gold paint finishing. The concept of luxury used in the interior can be adjusted to the standard price of a business hotel by using a more affordable substitute material and a luxurious impression finishing.

Keywords — business hotel, interior design, luxury.
Maximizing Coworking Space Interior Design as a Collaborative Space for Youth Productivity

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Abstract — The concept of coworking space is a network among multiple workspaces around the world, a semiformal atmosphere venue that allows a variety of results oriented worker communities to collaborate. At this time, coworking space in Indonesia has many advantages, among others, the cost required to rent space is not too much because of the concept of sharing space. Coworking space’s user can use the address as an office address making it easier to register documents for business establishment. Coworking space is predicted to be a new trend to work outside the office. There is several factors in interior which can support user productivity while working. This research discusses the minimum requirement of furniture, lighting, temperature, noise & spatial arrangement specifically for coworking space.

Keywords — Interior Design, Coworking Space, Productivity
Maximizing Japanese Style in Restaurant Interior Design

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Abstract — Restaurant is a commercial venture which sells food and beverages. In addition to the taste of food, nowadays consumers also consider the restaurant atmosphere, layout, circulation, and characteristic. The characteristic of a restaurant can be obtained through the application of an interior design style. Japanese style can be applied to restaurants, especially for restaurants serving Japanese cuisine. The characteristic of Japanese interior design style is simplicity, using geometric shape, natural materials, and Japanese typical elements. The methods used in this research are data collection, data analysis, and design process. This research will try to process Japanese characteristics into interior elements, furniture, and materials. This research is expected to produce an interior design by maximizing the application of Japanese style characteristics. The goal is to create a Japanese atmosphere at a restaurant to show restaurant characteristic and identity.

Keywords — Interior Design, Japanese Style, Restaurant
The Usage of Snapper Fish Leather for Ladies Bags Design

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Abstract—Indonesia as a maritime country has abundant maritime products, especiallyOutcome of the fish. But until now the usage of these products are limited only on meat consumption. According to the survey result in 2012, Bali has produced 690-970 pieces of skin waste per day from 23 fish processing plants. While since 1986 Balai Becer Kebi, Karet and Plastik (BKKKP) Yogyakarta has conducted initial experiments of tanned fish skin. From those experiments has produced snapper fish tanned that meets the standard. The experiments result has durable and does not smell fishy leather. So snapper fish skin has a potential to processed into a leather goods.

But the usage of snapper fish leather for made leather goods did not popular for Indonesian people. Mostly the snapper leather is exported. So it is become a business opportunity and has expected to compete with the other similar products on the local market. To make it happen it is required to create a product which has an attractive design and followed the latest fashion trend. Material character analysis, application technique of snapper fish leather analysis and trend analysis are conducted. And also made approach to consumers and stakeholders to decide the design concept.

Outcome of this research is in the form of one set ladies bag are consisting by a purse, a mini bag and a tote bag.

Keywords – snapper fish leather, leather goods, ladies bag
Signage Design Concept for Medokan Ayu Health Center Surabaya

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Abstract — Medokan Ayu Health Center is listed among several health centers in Surabaya that already earned ISO:9001 since 2008. As one of the most established health centers, Medokan Ayu Health Center has long developed an image branding for itself in the community which is called "Asri Berseri" or "fresh and clean" theme. From its green-painted wall to the constructed mini park inside the building, it was nicely done to emphasize the "fresh and clean" image. The health center also uses signage to mark locations and provide information for visitors. However, few days of direct observation showed that the signage used inside the health center is poorly designed and some of the placement aren’t effective enough to leave impression. To create a better signage system, a good design concept is needed that can complement the health center’s image and have the result more long-lasting. The concept is designed based on literature studies and design theories concerning the objects. Thus, the 'fresh and modern' design concept was born. It aims to make the signage appears more environmentally-friendly and modern-looking to suggest a calm and healthy atmosphere in the health center. This paper will further detail how the signage design concept was formed.

Keywords — Concept, Design, Health-Center, Signage
INTERNATIONAL CONFERENCE ON CREATIVE INDUSTRY 2017

11th OCTOBER 2017, BUMI SURABAYA HOTEL
SURABAYA, EAST JAVA - INDONESIA

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