

ABSTRAK

Seiring dengan perkembangan jaman, masyarakat Indonesia telah banyak terinspirasi oleh perkembangan gaya Negara Korea baik dalam dunia entertainment maupun fashion. Dalam dunia entertainment terutama dance, masyarakat Indonesia memiliki peluang yang cukup besar. Tetapi saat ini terutama di Jakarta, belum ada tempat dan tenaga pendidik yang dapat mewadahi para komunitas dance sehingga potensi mereka tidak dapat dimaksimalkan.

Koreagraphy digunakan dalam perancangan ini karena Koreagraphy telah memiliki branding image yang baik di Korea. Dengan branding image ini maka akan menambah animo dan kepercayaan masyarakat terhadap keberadaan dance class dan community centre yang berada di Indonesia.

Perancangan Koreagraphy Dance Class & Community Centre ini bertemakan Speed and Movement dengan konsep Making it Move yang diambil berdasarkan sifat dari dance itu sendiri. Perancangan ini juga akan ditambah dengan fasilitas yang mendukung kegiatan para komunitas dance. Secara keseluruhan menggunakan kesan modern, eksklusif serta natural sehingga akan memberikan kenyamanan bagi semua kalangan yang ingin belajar dan berpotensi dapat belajar dan berlatih di tempat ini.

ABSTRACT

Nowadays, South Korea style has inspired Indonesian society in the entertainment and fashion world. In the world of entertainment, particularly Korean dance, Indonesian dance communities have proven to have the opportunity to develop. However, there is no place or educator, especially in Jakarta, which can accommodate the potency of the dance communities in Indonesia.

Choreography is chosen as the object of design because it already has a good image branding in South Korea. This image branding will attract and confide people in the existence of a dance class and community center in Indonesia.

The theme of the choreography dance class and community center is speed and movement, with the concept of making it move, adopted from the nature of dance itself. The design also includes facilities which support the dance communities' activities. Overall, the design offers a modern, exclusive and natural image to provide comfort to those who want to learn and practice in this place.

Keywords: Dance, Koreagraphy, Speed and Movement

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