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NATION IN DESIGN CULTURE – DESIGN IN NATION'S CULTURE

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PREFACE

Message from

M. Ridwan Kamil, ST, MUD

Mayor of Bandung

Although it is a relatively new phenomenon, Creative Economy has actually lasted for quite some time in Bandung city. The fact that the younger generation dominates the proportion of the population of Bandung (68% of its 2.5 million people is under 40), and that there are more than 50 universities in Bandung, whose best reputation is in the arts, crafts, design, architecture and culture, becomes the biggest indicator of Bandung's strength: its creative human resources.

This creative human resources, which is one of the key elements in the Creative Economy Ecosystem, is also supported by the presence of other elements, namely Creation (*karya*), both of products and services; Market; and Research & Development, which are all available in Bandung. These factors have contributed to the economic growth and capacity building of the community, as well as providing its own color for the dynamics in Bandung.

The government of Bandung City seeks to accommodate the energy and ideas of its citizens through the spaces of expression and various facilities to support policies, which is the application of the concept of Bandung's development triangle, namely Innovation, Decentralization, and Collaboration. This concept encourages active participation of various elements of citizens and communities. The implementation of INDESIGNATION, initiated by the Alliance of Industrial Product Designers of Indonesia (ADPII), is one of the real manifestations of the initiative. Bandung City Government fully supports and also boasts this international event, which can also strengthen the position of Bandung as the City of World Design in Creative City Network UNESCO.

The consistency of INDESIGNATION, which has been planned to be an annual event, is expected to have a real impact, both for improving the welfare of Bandung residents through various activities and design works, as well as for capacity building of human resources, scientific fields, and professional organizations, which can also enhance its reputation in the field of global Creative Economics.

Bandung, April 30, 2017



M. Ridwan Kamil, ST, MUD

Message from

Dr. Dwinita Larasati, MA

Chairperson of Creative Economy Committee of Bandung City

The status of Bandung as a City of Design in UNESCO Creative Cities Network (UCCN) that was obtained in December 2015 has posed a challenge for Bandung to reinforce that predicate by verifying that design in particular and a variety of creative capacities in general are a great potential for improving people's welfare.

As a member of UCCN, Bandung City is obliged to fulfil its commitments in the proposal, such as holding international-scale design events, which also integrate with other sub-sectors in creative economy, and are expected to deliver positive impact to designers, lecturers, students, professionals, design production units, and all related stakeholders.

The Creative Economy Committee of Bandung City, a group that was formed to compose and ensure that creative economy programs of Bandung City are implemented according to plan, welcomes the commencement of INDESIGNATION, an initiative by the Alliance of Industrial Product Designers Indonesia (ADPII), which has become one among the many milestones of the existence of design profession in Bandung City, involving all stakeholders within the whole Creative Economy Ecosystem in this city. This event is expected to be held continuously and become a creative network platform for Bandung City and other cities, both at national and international levels.

Bandung, April 30, 2017



Dr. Dwinita Larasati, MA

Message from

Adhi Nugraha

ADPII Chairperson

Design field, emerged briefly after the industrial revolution era, integrates the potentials of technology with art to improve living quality. Design is a concrete manifestation of intellectual thinking; an act of collaboration between rationality, emotion, and ethic in either subjective or objective ways. It optimizes chances in finding solution that emerges even in limited conditions. Design gives also people a sense of cultural and national identity.

The result of design process is directly in touch with human as a part of society that holds certain values as behaviour guidance. At the same time, culture can be perceived as a series of consensual values acquired from varied factors, approved by the society to perform their activities. While a design work needs to correspondents with society's existing values, design will always bring new interpretation that naturally forms new value. A design work is accepted by society if it has corresponding values with existing values.

Thanks to the evolution of technology that has gifted possibilities to materialize human imagination, in order to fulfil human 'needs, wants, and demands'. As a result, society will always interact with design. Human is involuntarily surrounded by design as a medium of novel values from the creator.

Considering the wider possibility of acculturation, this conference took a theme " Nation in Design Culture – Design in Nation's Culture"

The levitated theme was trying to explore various thoughts on how the relationship between design, culture, and national identity viewed from different aspects and fields of design. In what way design can change culture, and correspondingly, in what way a certain culture can bring specific impact to design. How design is accepted by society with particular existing values; and how society form new values as a result of accepting design as a part of their life. Since social values always shift dynamically, then as a part of society, designer needs to be susceptible to the dynamic; for design and culture are always in constant change.

This proceedings is the collection of manuscripts from the conference organized by the Indonesian Alliance of Industrial Designers (ADPII), and hosted by the government of Bandung, held in Bandung, 10 – 11 November 2016. This proceedings provide the thoughts for researchers, academicians, practitioners, as well as industrial professionals from all over the world to present their research results and development activities in the fields of design and culture.

Hopefully this proceedings could provide valuable records of new ideas and application experiences, to develop the future mutual research relations and collaboration among all stakeholders.

Bandung, April 30, 2017



Adhi Nugraha, PhD

"Design of a Yogyakarta Traditional Marriage's Design Book"

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Abstract

There are various kinds of Indonesian culture, one of them is Jogjakarta's marriage tradition, which is known as "Gagrag Yogyakarta", it is Indonesian great heritage. Indonesian needs the knowledge about culture to improve the spirit of nationalism so that it will not be forgotten. One of the ways is through the custom of Javanese culture that suppose to be preserved hereditary. However, the absence of written information about the Javanese marriage cause the Gagrag Yogyakarta less be known by the society.

Therefore, the purpose of this design is to give information about the Yogyakarta's marriage tradition by writing the book that consist of the documentation of the custom of Javanese' marriage tradition, especially Yogyakarta. The benefit of this design is to give the knowledge of the custom of Javanese' marriage tradition to people, especially to the future bride and groom and the public who is the successor of the local culture.

This design is done through the quantitative data collection which is collected from the questionnaire and the interviewees observation. The writer is also do a qualitative data collection through the analysis and literature data. The design of this *book design* is referred as a promotion media about the custom of Yogyakarta's marriage tradition. *Book design Potrek Ngantenan* is expected to get a good respond from the society and the future bride and groom. It is because this book is equipped with visual image documentation *human interes*, which is done directly to the custom of Yogyakarta's marriage tradition and the use of typography as Javennese script to enhance the Javanese identity.

Keyword: Book design, Marriage custom, tradition, Yogyakarta

Introduction

Indonesia is a country that has abundant natural resources. Not only natural resources, but also has a wide variety of tribes, customs, and a diverse culture. Each region has its customs and different cultures that becomes a characteristic of the area, such as custom clothing, dance area, language, songs, food, to the wedding traditions and distinguishes it from others.

In the human life cycle marriage is one important part. Marriage is often referred to as the beginning of human life. This is because humans are born in the world when it is referred to as the beginning of life. After going through infancy, childhood, adolescence, and adulthood then generally people will experience the new life that is married life. Someone who does the wedding ceremony, congratulated a new life. Marriage is the beginning of a new life began setting someone with life and households with their partner.

Similarly, in the Javanese community, life stages such as marriage is an important thing in life. Therefore, when someone is going to get married, then held a ceremony. The wedding ceremony was held as a symbol of guidance how married life suppose to be. In the Javanese community mores, traditional marriage is still widely practiced by most people. It is believed because it has good values for life in the future.

Such procedures carried out before the wedding day until the time of the marriage ceremony took place. Each procession is in the procedure of Javanese wedding has value and meaning sacred to a householder's life in the future bridegroom. One of the ordinances Javanese weddings that is often used is customary Yogyakarta, which has deep meaning and sacred in any of procedures and equipment that supports it.

Custom wedding Yogyakarta is one of Indonesia's cultural heritage that need to be preserved. Therefore, to complete the documentation regarding the procedure for traditional wedding procession of Yogyakarta, which focuses on events before the day, the *book design* needs to be made an interesting and informative.

Based on the background of the problems described above, the problems identified and to be discussed is how to document the procedures for the wedding procession customary Yogyakarta, which is packaged in informative and appealing to improve public education, especially for the bride and groom couples and equip with the theoretical knowledge and practical so as to explore the meaning of the procession of the sacred.

In accordance with the above problems, this journal will be limited to the issues in procession ordinances custom wedding preparations Yogyakarta, which has traditions and sacred value in the form of *book design*.

Method

The way of collecting the data:

1. Observation

Conduct a review by visiting a traditional wedding reception Yogyakarta to witness the procedure of traditional marriage Yogyakarta. Visited studio fashion, makeup artist and the shaman of Javanese bride groom to see the equipment used by the traditional Yogyakarta marriage.

2. Questionnaire

Written questions in the form of a question list to the 100 respondents who live in Banjarnegara, Central Java and its surroundings. Aiming to know how important a book about the way of traditional Yogyakarta marriage and the benefits gained from the book

3. Interview

Question and answer to the informant who understand the tradition of Yogyakarta traditional marriage as the traditional bridal makeup, bridal shamans, traditional wedding photographers, and the elders who had been married by the custom. This is done to seek information from the relevant parties.

4. Library Research

To learn and study the books or literature that related to the traditions of Javanese culture, traditional wedding photography, layout, consumer behavior and marketing. With the purpose of obtaining information on designing a book.

Results

Making a design book that documented procedures for Yogyakarta's custom wedding procession, wrapped in informative and interesting in order to improve people's knowledge particularly in view for a couple bride and equip with the theoretical knowledge and practical so as to deepen the meaning of the sacred procession.

Discussion

The book contains quite many pages, so that it is thicker than the booklet. Utilization of the book as a medium of information has been very general. Therefore, there are so many types of books, for example: story books, comic books, thick books such as dictionaries, encyclopedias and so forth. Because it has such pages like a booklet, the booklet practical layout principles applied to the books. Things that need to be considered include: a cover design, navigation design, clarity of information, reading comfort, the clear distinction between parts.

The navigation system in a book it is important to inform the reader where he is and search for specific topics within the book. Table of contents, page numbers, running text are some navigation systems contained in the book.

Each page is marked with numbers and running text, while the table of contents is designed into a kind of road map.

In general, the book is divided into three parts, each of which is divided based on their respective functions:

a. The front side

- The front Cover contains the book's title, author's name, publisher's name or logo, testimonials, visual elements or other text.
- The side of the book usually contains the title of the book and the author's name, to a vertical position, to facilitate the search for the book when put on a bookshelf. There are four elements that are usually on the side of the book, namely (1) the author, editor, or compiler; (2) the title; (3) the issuer; (4) the publisher logo.
- The section headings in (half title).
- Information publishing and licensing
- Dedication, messages or acknowledgments directed by the writer / others
- Introduction of the authors.
- Speech from other parties, such as the editor or expert.
- Table of contents

a. Contents

The contents of the book consists of chapters and sub-chapters, and each chapter discuss different topics

b. Back side

- Bibliography
- Glossary
- List of Figures/images
- The back Cover contains the usual brief overview of the contents of the book, testimonials, price, name or logo of the publisher, visual elements or other text.

(Rustan, 2008: 122-123)

Book Design is an art that combines content, style, format, design, and the sequence of the various components in a book into a coherent unity. Book Design is part of the graphic design and printing are included in the category, along with magazines, posters, booklets, leaflets, flyers, and more. Richard Hendel describes the design of the book as "a mysterious subject" and lead to the need for a context to understand what it means.

The book is made with a purpose, one of them to give information about something that will be delivered to the reader. The book can be made with different shapes, finishing and use a variety of paper-based material that can support the concept of the book.

According to Big Indonesian Dictionary, marriage means a bond (contract) marriages performed in accordance with the provisions of the laws and teachings of religion: to live as husband and wife without offense to religion.

According to the Compilation of Islamic Law in Indonesia, the Directorate of Islamic Courts Islamic Institutional Development Directorate of Religious Affairs, 2001; marriage is a marriage according to Islamic law, which is a very strong contract or mitssaqaan ghalidzan to obey God's command and execute the worship.

According to Mark 10: 9, Christian marriage is a permanent agreement between a man and a woman. The properties of Christian marriage are: monogamous, exclusive (no more any additional things), remain forever, throughout life.

Fotography, through the perspective of art, can be defined as the process of generating an image according to the norms of aesthetics, which convey a meaning; through the effect of lighting with the use of photographic media.

Photography technically, can be defined as:

- a. The process of generating images on a medium, which is formed from koncergensi light reflected from the subject; through a lens; towards the field of light-sensitive material in the media.
- b. The process produces images through exposure on film / slides / digital media to produce a camera; followed by a variety of processing afterwards, thus forming a latent photographic image.
- c. The process of painting by using light or process of producing images through lighting engineering applications.
- d. The process produces two-dimensional images that replicate the optical perceptual reality; where the images produced that were able to present the ratio of the dimensions of the volume (length, height, width), shape, texture, color, and the character other than a subject because of similarity of the properties of the

photographic labor system optically on the human eye: and because of the use of good lighting so visual structure of a subject can be effectively defined in a drawing.

Digital photography can be defined as: the process of generating a digital image through the use of photography simulated on digital devices; or digitizing the photographic method (Langford, 1998: 102).

Wedding photography

A marriage is a very important event for anyone. In Indonesia, a marriage ceremony must be done very well by the bride and groom a nearby neighborhood. There is planning and organizing which is done in order to meet the happy moments, including the costs of preparation and emotional involvement on the part of the family.

To be able to make the wedding photos that can be called successful, need to understand the "rules" demanded brides in general, namely: the bride should look beautiful, once in a lifetime, and all are flawless (Sari, 2009: 4).

Human Interest Photography

Human-interest photography is a type of photography that displays the human side of the personal experience of the photographer. This photography convey a message of emotions that exist. This type of photography related to human interaction with the surrounding environment, refractive objects, nature, or human being.

Human interest is one of the many types of photography there. The interpretation of a work of ordinary human-interest photography of various kinds, it depends on the visual experience of the observer and also aspects of the message to be conveyed by the photographer.

Looking into human-interest photography also means trying to observe the patterns of human behavior, and the other most important thing is to shape the way we communicate. Communication plays an important role in approaching the subject. A good way of communication can help us to understand the subject of the photos taken, so that the subject can be more open up to his own self, so that the images become more natural and honest.

The realness of photo of the human-interest photography is really needed. As a work of an art, in human-interest photography, it is beautiful that the message conveyed honestly could hit or scratch a great memory and sense of person.

Human-interest photography is more challenging and interesting in terms of the story and also value that can be felt. Compared to other types of photography, human-interest photography offers a humanist side and sometimes the interpretation may vary. By moving the humanist side, a picture tells about the realities that exist in a track record time. The object of photography is varied, not always told of the sadness, but all aspects of human feeling that is felt (Way, 2014: 2).

Conclusion

The book "Potrek Ngantenan" is a design book that shows something different to show the results in the form of photo documentation and understanding of the meaning and packaged exclusively that portray the traditional exotic elegant impression.

The purpose of the book of this design is that readers know the meaning in detail and can provide insights through photos. So the writer can give you more information on each storyline of Yogyakarta custom wedding preparations.

This book will show the image of traditional Javanese culture. The colors used are colors that give a strong traditional image and give the impression of a classic and elegant.

The end result of the design of this book is in accordance with the intended target which wants to give the traditional classic and elegant impression. As well as the designer wants to highlight the use of a simple layout but still modern with its own characteristics that are different from the others but still in the concept of Yogyakarta traditional marriage. As well as providing new innovations in the book information, so that it can be enjoyed by all people especially those who love the culture of Java.

Acknowledgments

This Book design will show something different by giving the results of photo documentation and understanding of the value and packaged exclusively with displays of traditional exotic elegant impression.

The purpose of the book of this design is that readers know the meaning in detail and can provide insights through photos. So I can give you more information on each storyline possession Yogyakarta custom wedding preparations.

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