1st ICON-ARCCADE 2017

PARALLEL SESSION ROOM 1; September 5th, 2017; Theme: INTER AND TRANS-DISCIPLINE

NO.	AUTHORS	TITLE	ABSTRACT
1	Ardhana Riswarie; Ira Adriati; Tia Rosalina A; Norie Paramita. *ar.riswarie@fsrd.itb.ac.id*	ATTACHMENT-BASED OPEN STUDIO DYADIC ART THERAPY FOR CHILDREN IN CANCER TREATMENT AND THEIR PARENTS IN RUMAH CINTA BANDUNG	In a long-term treatment for chronic illness, such as cancer, the most important thing for a patient is to have a good quality of life (Andersen, Golden-Kreutz, DiLillo, 2001). Parents often care for them in a stressful way thus reduces the efficacy of the treatment (especially chemo/pharmacotherapy). This is due to parents' inability in creating a good attachment system that would eventually bring down children's quality of life (Moreira, 2014). This study aims to provide a therapeutic space where parents and children can develop emotional bond that encourages secure attachment. It is based on a method proposed by Susan McDonough (1995) called 'interaction guidance', whereby the core of therapy is not on the individual but on the transactional model between parent and child. This method was further developed by Lucille Proulx (2003) into an art therapy modality that is implemented as a dyadic method in a semi-clinical setting. Parent-Child Relationship Form developed by Center for Development of Human Services, Institute for Community Health Promotion, Buffalo State, New York is further used as an assessment tool to measure the bonding quality of participating parents and children. Overall, there are 13 pairs of parent-child that participated in 3 sessions. Results show some positive changes in the assessed aspects of the parent-child interaction in one pair, while the others cannot be properly assessed, due to inconsistent participation. Reports show an increase in the ability of parent to attend to child's physical needs, to immediately respond to child's cries, and to properly address child's negative behaviors. Visually, many of the artworks feature common themes, such as mountains and landscapes. Some artistic interventions have proven to boost parents' confidence to join in and explore with their children. Keywords: *attachment-based, art therapy, dyadic, parent-child, cancer treatment*
2	Gadis Febriani; Pindi Setiawan; Agung Eko Budiwaspada. *gadisfebr@gmail.com*	ANALYZING EXISTING CROWD SOURCED DISASTER ALERT AND REPORTING APPS FOR CILEUNCANG IN BANDUNG	Ubiquity of Smartphone means that most of the Indonesian people had relied on this little gadget for a wide range of activities. Various apps in the market offers conveniences for our everyday live like messaging, contact managing, social networking, and so on but it can be used furthermore in event of disaster. There are already few disaster related app in Indonesia categorized as News & Alert Apps, Guides & Educational Apps, Tool Apps made for pre and post disaster event. Crowd sourced based Apps is unique and useful in emergency event as people spend lots of their time in social media, and some of the app used crowd sourced to stay updated and actually used by common people, but none if made for *cileuncang*. *Cileuncang* is what people in Bandung called for urban flooding often happens when the sewer could not contain the water and its overflowing to the city roads with heavy currents. This paper analyzes and review some of Crowd sourced Disaster Alert and Reporting Apps that used in event of Flooding like Siaga Banjir, Qlue, Waze, and Zurich. Since none of those apps specifically made for urban flooding like *cileuncang,* we analyzed how each of this crowd sourced apps works and what's not and adapt for the need of *cileuncang* and potential victim in Bandung using descriptive methods. Comparing four application and user's need collected from interviewing Bandung citizen about what they think in the event of *cileuncang* As for conclusion, some of the when designing a user centered app we have to consider the needs of user and the goal of the app itself. Some of the app shows great use and feature that can be benefit in the event *cileuncang,* but when a crowd sourced app lose its "crowd" they're become useless and the information could not be delivered to the people in need. Keywords: *Mobile App; disaster; cileuncang; crowd sourced.*
3	Wuri Widyani Hapsari; Riama Maslan Sihombing; Imam Damar Djati. *wuri.widyani@gmail.com*	SCHOOL-AGED CHILDREN'S TACTUAL EXPERIENCE OF FINMO POP-UP BOOK	Fine motor development is notable in a child's whole development; particularly in their ability to control their fine motor which consist of three main skills: visual motor integration, vision an ocular motor control, and manual dexterity. The implication this ability could lead to learning difficulties in school-aged children. Thus, it is necessary to practice in a form of stimulations that support the control of their fine motor skills. *Finmo Pop-up Book* is an interactive book made using pop-up paper engineering technique to increase the performance of a child's fine motor control. Pop-up book is known to have uniqueness in its paper structure and tactual participation in the form of interaction. This investigation was conducted using the approach of tactual experience, which includes tactual properties and interaction. 'Finmo pop-up book' was experimented to seven (7) school-aged children aged 6 to 7 years old in Bandung, and observed its effect on the performance of the children's fine motor control. The result of this study indicate that *Finmo Pop-up Book* can stimulate children's fine motor control and boost their tactual experience. Keywords: *Pop-up book; tactual experience; fine motor control; school-aged children*
4	Kiki Rizky Soetisna Putri; Setiawan Sabana; Ira Adriati;	IMPACTS OF PARADIGM SHIFT IN CULTURE ON	The most common definition of culture is a 'shared patterns of learned behavior', which occurs due to human's genetically inherited ability to communicate in symbolic level through language and the capacity to create complex social organization. This is what mainly happens in an urban life. Most anthropologists believe that culture is something connected to cognitive and derivative aspects of

	Tjetjep Rohendi Rohidi. *kimungmung@gmail.com*	THE PROCESS OF ART CREATION AMONGST URBAN ARTISTS, (A CASE STUDY OF GENERATION Y ARTISTS IN BANDUNG)	human activities. This includes art, which is associated with creativity. Csikszentmihalyi views that creativity is always interrelated with a system that is formed from three aspects, which are 'domain' (procedure), 'field', and 'person'. This research aims to investigate the correlation built from the paradigm shift in the concepts of culture and the tendencies in the process of art creation by artists living in complex urban social communities. It applies interdisciplinary approaches, including culture studies, anthropology, and art creation in contemporary artists. Direct observation is practiced in contrast to study of relevant literature in order to achieve contextual analysis. Urban Artists, in this case is Bandung based Artist, have a specific behaviour through their art creation. This specific behaviour including their tendencies to create community, or group of discussion in some particular space. There were Platform3, Omuniuum Space or Galeri Gerilya that have several role beside their basic function as art space. Any other growth activity such as art talk, discussion, workshop, art residency, and many more were related to the behaviour of the urban artists. This activity their create, also change their perception and also their method in art creation. Keywords: *Art creation, urban artists, creativity, culture, contemporary art, Bandung*
5	Celcillia Lisiane Halim; Alvanov Zpalanzani; Yasraf Amir Piliang. *celcilliahalim@yahoo.com*	THE TRANSLATION OF THE FILM PINTU TERLARANG BY JOKO ANWAR	This adapted film by Joko Anwar as a topic of this paper originated from a novel bearing the same title, Pintu Terlarang by Sekar Ayu Asmara. This film has a story structure which overlaps and is non linear. In spite the condition of making the film look mysterious, the structural overlapping caused by the translation process from a literature media into a film media, makes this film all the more interesting to be dissected with regards to the translation and operation process. The trans-discipline approach and the structure analysis method utilizes a translation theory, which in itself explains the transfer of text from one media to another with various kinds of operation, which prevail in it, so that it produces an adapted media with a new narration. The finding of this research is a translation model, which take place in the media transfer from the novel to the film. There are some operations which overlap caused by the story change made by the writer of this story. The change of the story structure is made so as to compensate the missed story due to a short film duration, which generate an overlapped structure. With this arguments, it can be concluded that the story which undergoes a translation process does not always has a linear story structure; it undergoes a story extension and narrowing. It seems that the 'randomization' of the story structure, which makes it overlap is a way to make the story shorter, but not lose its mysterious side which constitutes its selling point. Keywords: narrative, translation, adaptation, structure analysis, fabrication
6	Eganingtyas Vela Agustina; Alvanov Zpalanzani; G.Prasetyo Adhitama. *evangel.vela@gmail.com*	WAYFINDING IN THE PUBLIC AREA OF HUSEIN SASTRANEGARA INTERNATIONAL AIRPORT	Husein Sastranegara International Airport is one of the main access gate that connects Bandung nationally and internationally. Statistical data of PT. Angkasa Pura II (persero) showed a significant increase in passengers occurred on each year, resulting the terminal renovations to meet the needs of passengers and visitors. Terminal renovation which was completed in 2016 concerning expansion, improvements and the addition of supporting facilities, such as shops, retails, facilities for disability and other facilities in order to meet the standards of the international airport. Expansion and the addition of facilities make the terminal environment become more complex that can cause the wayfinding problems. Wayfinding process is a process of problem-solving that is affected by external and internal factors. To get comprehensive results, this research using mixed methods. Quantitative methods were used to analyze the external variables such as the environment and space, while qualitative methods were used to examine the internal variables that come from within one's self such as the decision to choose, and the ability to understand. The data was collected by conducting observations in the location and questionnaires. All data that has been collected is analyzed using the method to measuring the quality of wayfinding (visibility index). This research was conducted in the public area of Husein Sastranegara International Airport (HSIA) as the main focus and 73 local citizens (Indonesians) who ever came to public areas as respondents. The results of data analysis using visibility index method indicates that the visibility index for public area of Husein Sastranegara international airport only 0.361. According to the level of service It is equivalent to LOS C which is "average". LOS C is deemed not good enough to meet the standards of the international airport that have busy traffics where LOS B (above average) or LOS A (well above average) more recommended. Keywords: *Airport; Level of service; Visibility index; Wayfinding*
7	Lalita Gilang; Riama Maslan Sihombing; Nedina Sari. *lalitagilang@yahoo.co.id*	THE IMPACT OF CONTEXT ON ILLUSTRATION OF CHILDREN'S PICTURE BOOKS ON DISCIPLINE BEHAVIOR OF EARLY CHILDHOOD	Picture books can be an educational medium for early childhood because it is effective and efficient. However, a book that appeals to young children is a book in which there are adequate context and illustration. The context in the illustrations presented in the picture books will affect the power of early childhood cognition in receiving messages. It is where character education is primarily disciplinary behavior, can be taught smoothly and quickly accepted by young children. Picture books can be an effective learning resource. Picture books for early childhood can take the form of a storybook, an activity book, and a comparative activity book. This study aims to describe and explain the significant influence of differences in the early age children discipline behavior which follows learning using picture books in the form of story books, activity books, and comparativeactivity books. The research conducted by the experimental quantitative method. Before the experiment, first of all, the analysis of the contents of the picture books in which there is conformity of context and illustration is done, then followed by the determination of the proper book. This decision refers to the experts' opinion. The experts are the specialists in the field of early age children psychology development, author of books for children, and teachers at kindergarten (TK). The data collected by using instruments, interviews, and observations. The Instruments and the data

			validatedby using triangulation theory and content. The result of this research concludes that there is a significant influence from picture book, which contains conformity of context and illustration to the behavior of early age children discipline in kindergarten. The most powerful influence on the three forms of books containing contextual conformity and illustration is the comparative activity book. The results of this study are useful for the development of design science, educators, designers, and children's book publishers. Keywords: *Context, illustration, children's book, discipline*
8	Tezar Tantular; Banung Grahita; Chandra Tresnadi. *kerismaker@gmail.com*	MOBILE APPLICATION "MAIWAK" AS MEDIA TO INCREASES FISH CONSUMPTION IN YOGYAKARTA	Currently, Yogyakarta is the region with the lowest fish consumption in Indonesia. This fact is in contradiction to Indonesian government's campaign to increase fish consumption that has been conducted since 2004. To understand the factors causing low consumption of fish, a research to study community behavior was conducted in Yogyakarta. As the result, two primary factors is founded. The first factor is miss perception toward fish occurred in the community. The majority of people in Yogyakara think that fishes smell bad and bring intestinal worms, so they are bad for health. The second factor is the difficulty experienced by people in getting access to buy fish Yogyakarta. More information on location, types of fish and their price are needed and how they cooked. Fish is one of food source with high nutrition. Eating fish every day will boost immunity to avoid various diseases. Protein in fish is much higher than in other animals. Fish also contains Omega 3 which is very beneficial for the children's brain. Information about these benefits should be delivered to the people in Yogyakarta to change their bad perception of fish. Information can be easily disseminated through smartphone devices. Currently, Smartphones are everywhere, has become an integral aspect in human life. When used properly, smartphones can improve the quality of human life through healthy habits to create relationships among others, educate, and increase productivity. Maiwak application design will use the method of design thinking through stages of empathy, define, ideate, prototype and test. Maiwak applications will use the communication network based social-commerce between users to share information about fish products and how to cook it. User activity using Maiwak apps can trigger other users' interest to try to eat and increasing their fish consumption. Keywords: *Inter-Discipline, Digital Media, Mobile Application, Fish Consumption.*
9	Ni Nyoman Sri Natih S; Siti Chadijah. *nyoman.srinatih@gmail.com*	DESIGN FOR IMPACT: ETHNOGRAPHIC DESIGN APPROACH AS COLLABORATIVE DESIGN MODEL IN NGADA REGENCY, EAST NUSA TENGGARA	This study describes the collaborative design model by using ethnographic design approach in three traditional villages in Ngada Regency, Middle Flores, East Nusa Tenggara. Wake Wadho as one of the inter - disciplinary collaboration and trans – sectoral, which combine design thinking and rapid ethnography approach. The existence of popular design is widely known as aesthetical function. However, Ngada regency needs the wider action that involves facilitation and activity in which it can an activate the sustainable, creative ecosystem, reviewed from the social, cultural, economic, and geopolitics aspect. This paper aims to portray the existence of design as a tool for creating changes impacting sustainable livelihoods. As the continuation of IKKON Program (Innovation and Creativity through Collaboration across the Archipelago) initiated by Indonesia Creative Economy Agency (BEKRAF), the collaboration process involved various disciplines from design and anthropology field, in which it produces service design as the "Experience Journey" and contemporary products. This holistic output is dedicated to actualizing empathy in the touch of design, considering the socio – cultural view, and implemented in everyday life. The synthesis process is being a key of collaboration with specific outcome identities of human – centred design, interiority and experiential, and local values meet contemporary spirit product. It creates variety of products that can be experienced, by the tourist as well as the indigenous people in the traditional villages and also products with authentic and inspiring story behind. Keywords: *Design anthropology; design collaborative model; "Experience Journey"; inter – disciplinary collaboration; responsible lifestyle product*
10	Trihasdianto; Banung Grahita; Hafiz Aziz Ahmad. *hasdianto.tri@gmail.com*	INFLUENCE OF USER EXPERIENCE (UX) ON PERCEIVED USEFULNESS IN MULTIMEDIA TOUCHSCREEN AS INFORMATION MEDIA AT THE ARCHIVE MUSEUM	In context of museum management, archiving practices based on traditional way can not be longer to keep up with evolution of media that occur in society. Regional Archive Office of Purwakarta has built two museum, those are Bale Panyawangan Diorama Purwakarta (BPDP) and Bale Panyawangan Diorama Nusantara (BPDN). BPDP and BPDN offer an approach to present digital archive as public information through multimedia devices in a museum. However, the information should be delivered effectively so the content can be properly understood. In this research, design of the multimedia devices content at those two museums are studied. They are evaluated based on their usefulness which is related to effectiveness of information delivery. There are two approaches used in this study. First, e-learning is used to analyze the effectiveness of information delivery. Second, user experience (UX) is used to evaluate the design. This research method is using quantitative approach which is applies two questionnaires, UEQ and perceived usefulness-MBLS variable. The sampling used in this research are 90 respondents divided into three groups. For this study, multimedia devices based on touchscreen technology at the two museums are selected. Then those devices are categorized into three types based on the design of the information delivery, those are: text-based multimedia, visual-based multimedia and audio-based multimedia. The design of three types of device are compared and analyze to understand which design has better usefulness. As the result, text-based multimedia is most unsatisfactory in terms of effectiveness for the delivery of information and preference of the user on the aspects of UX. The visual-based multimedia is a better way to present the information properly rather than narration-based multimedia. At the end, it is known that pragmatic quality of the UX has more influence and positive contribution on the receiving of information.

			Keywords: *Multimedia; touchscreen; e-learning; user experience*
11	Rahayu Budhi Handayani. *rahayu.handayani@ciputra.co.id*	STUDYING FASHION USING INTERDISCIPLINARY APPROACH TO CONTRIBUTE TOWARDS THE DEVELOPMENT OF INDONESIAN CREATIVE ECONOMY	This paper discovers how to see fashion as an interdisciplinary area of study. The rapid development of Indonesian fashion industry and its huge contribution towards Indonesian creative economy in fact, are not balanced with the research and study of fashion. Fashion is originally a western culture and the terminology itself has been used since 16th century. There are numerous publications about fashion using psychological, social, or cultural approach. Mainstream fashion industry in western country has been growing enormously and came with several innovations, meanwhile, Indonesia is merely known as consumers and manufacturer worker despite it richness in culture, textile, and craftsmanship. There is confusion between clothing and fashion that might be the cause of why fashion education in Indonesia mostly evolved in vocational area and merely focusing on hard skills development, whereas fashion is supposed to be more complex. However, based on statistic data from Indonesian Creative Industry Council, fashion industry is the second largest GDP contributor and the highest amount of exporter within creative industry, while one of the biggest obstacles in developing it is in the research and development. Author believes that to study fashion using interdisciplinary approach academically might be able to become solution to contribute towards the development of Indonesian creative economy. Using descriptive qualitative method, this paper tries to cultivate the issues through empirical studies based on literature research and purposive sampling on several case studies. Keywords: *Creative Economy; Fashion; Fashion Studies; Inter-discipline*
12	Rizky Noviasri; Trias Widha Andari. *rizky.noviasri@uisi.ac.id*	VIDEO BLOGGER CELEBRITIES: COMMODIFICATION AND CONSTRUCTION OF SELF IDENTITIES	Video blog is a web-based journaling of blogging with the multimedia content. Its technology will allow everyone to publish their own channel. There are many people turn into celebrities through video blogs such as Raditya Dika. The growth of new media creates new means for representing, consuming, and producing celebrities. One of them is a video blog. This study aims at finding out how a person can become a celebrity via vlog. This research used discourse approach with the constructivist paradigm. The methods used were content analysis and code analysis. In the end, the appearance of vlog celebrities is certainly supported by the ability of vlogger to build self-identity in accordance with the social, economic, and cultural context. The identity can be maintained by constantly embedding the same codes in every vlog post. Being a celebrity means being a commodity, which means everything in them can be sold, starting from personal life, speech, behavior, to the products used. Keywords: V*ideo blogs, celebrities, commodification, construction, self-identity*
13	Made Gde Aghes Saktiasher Totok; Banung Grahita; Ary Setijadi. *made_aghes@yahoo.com*	DESIGNING GAMIFICATION MOBILE APPS FOR PROJECT BASED LEARNING JUNIOR HIGH SCHOOL CASE: RUMAH BELAJAR SEMI PALAR	Project Based Learning is a model that organizes learning around projects [9]. In most cases, PBL could bring positive impacts on student's productivity and behaviour [4], however, PBL still suffers from common learning obstacles such as lack of tracking mechanism, uneven study workload, and lack of quantitative metric to evaluate student's performance. These obstacles could hinder PBL schools from achieving their desired results. The obstacles mentioned above could be solved using Gamification theory. Gamification is the use of game design elements in non-game contexts [2]. The obstacles is analyzed through guideline "A Practicioner's Guide To Gamification Of Education" [3], which in turn provides us with a more concrete form of solution, a mobile apps. The purpose of this research is to find out whether PBL and Gamification, two inter-discipline theories, could be mixed together and create a synergy for better education system. The experiment would be conducted at Rumah Belajar Semi Palar Junior High School. By the end of this research, a mobile apps prototype is designed and implemented in one of Rumah Belajar Semi Palar Junior High School learning courses named "Proyek Tematik". The experiment would be evaluated quantitatively using Pain Points as metric. Pain Points is a list of obstacles found in common Gamification implementation in education, namely Focus, Motivation, Skills, Pride, Multiple Factors, and Learning Environment [3]. A questionnaire is spread among the students in Rumah Belajar Semi Palar Junior High School before and after researcher's intervention to find out if there is a significant difference between each metric used. Keywords: *Gamification; project based learning; inter-discipline; mobile apps; experiment*
14	Adellia Paramithasari *a.paramithasari@stu.kanazawa-u.ac.jp*	SOCIAL WRAPPINGS IN BLOK KUPAT: COMMUNITIES OF PRACTICE IN THE URUNG PRODUCTION ACTIVITY	This paper aims to investigate the embodied practice between human and material environments in Blok Kupat, through communities of practice theory (Wenger, 1998). Blok Kupat is a center of *kupat*'s case (*urung*) production, located in Babakan Ciparay Village behind Caringin market, that produces *urung* daily, and distribute it to traditional market and street vendor all over Bandung; and *kupat* is a rice cake wrapped in woven coconut leaves which often associated with Islamic festivity. It will analyze the layers of domain, community, and practice of Blok Kupat in the scope of *urung* production and its learning process within Blok Kupat's society. By investigating the engagement of *urung* production activity in Blok Kupat, it can help shed light on communities of practice utilization as cultural resources. This research addresses two central questions: what kind of community of practice that develops in Blok Kupat and how the relationship that evolves between people-people and people-object act as social wrappings (the boundary between the member of the community and the others)? Wrapping described as, "the act of covering, enclosing, and containing with a wide range of materials, patterns, and metaphysical or conceptual devices" (Harris, 2008). This action creates a relationship between the wrapping materials (or wrappers) and their contents (bodies, objects, or places) (Hendry, 1993). The communities of

			practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they regularly interact (Wenger, 1998). This theory will be used as a conceptual tool for analyzing the social environments and as a framework to explain learning as a social practice to reveal the characteristics of a specific community of practice in Blok Kupat, Bandung. Keywords: *Communities of Practice; Blok Kupat; urung production; Social Wrappings*
15	Nanang Rizali; Bani Sudardi. *nanangkriya@yahoo.co.id*	THE VALUES OF ISLAM IN NUSANTARA BATIK	Batik today has grown in the archipelago and created a variety of batik. Each region has its own characteristics as a result of contact with the local culture. Batik originally was the clothes of the Muslim sultans in Mataram. Inside batik already contained elements of Islam, which does not describe the animals animate with stylir style. But after coming out of the palace, batik also met with other Islamic influences in various places in the archipelago. This study aims to reveal the influence of Islam in batik motifs outside the palace of Mataram-Java. The method used is descriptive interpretive method. Various motives influenced by Islam are interpreted in relation to Islamic values. The location of this research took from various sites such as Solo, Pekalongan, Jambi, and Bengkulu. Research shows that there is influence of local culture and Islamic culture in batik. Batik Jambi and batik besurek Bengkulu very large influence of Islam in it. The value of Islam has become a reference in batik. The various Islamic references are: (1) does not describe living things with real, (2) uses Qur'anic verses as a source of inspiration, (3) contains hope and prayers on those motives. Society that develops Islamic values in batik motif is Muslim society. In this society Islam is expressed in batik motifs adapted to Islamic values. Batk is also used as a means of da'wah and the expression of beauty. Islamic culture in batik motif has also mixed with local culture. Local flora and fauna such as fish, scales, shrimp, plants, grasses have become the cornerstone of the batik. Batik then has a new value with new meaning. For example, the machete motif in the palace becomes a sacred motif, within the Muslim community the motif is modified so that it is not sacred and given a new meaning. If in the palace the motive is only for the king, then among Islamic society the motive becomes free to use as cover of aurat. Keywords: Batik, Islam, motive, and influence
16	Agung Hujatnika; Danuh Tyas Pradipta; Patriot Mukmin; Yacobus Ari Respati. *agung.hujatnikajennong@gmail.com*	STUDIES OF ART EXHIBITIONS IN THE INDONESIA'S EARLY NEW ORDER PERIOD	The New Order is a very specific period in the Indonesian history that is characterized by a shift in patronage system of art. As a result of the shift in the political and economic paradigm, Indonesian modern art began to undergo many major changes, especially in the early era of the Early New Order (late 1960s - 1970s). The construction of Taman Ismail Marzuki under auspices of Dewan Kesenian Jakarta (Jakarta Art Council) in Jakarta and the development of a commercial gallery system in major cities in Indonesia reflected only a few of the many symptoms in the changes. Not only did the aesthetic idiom of Indonesian art evolve progressively, the topography of the Indonesian art world began to change gradually with the rise of emerging young artists' initiatives and collectives. This research is an attempt to analyze the links between political economy aspects of art exhibitions and artistic practice that use approaches in the Curatorial Studies (CS) and Exhibition Histories (EH). Both CS and EH are two new areas of interdisciplinary study that have evolved following the great changes in the development of contemporary art of the 21st century, and regarded as the latest (as well as alternative) development of the classical approach in Art History, which focus on artwork and artists. In addition to being two fields of work dealing with the procedures or procedures for presenting the exhibition, both CS and EH provide key-concepts, methodologies and approaches to analyze the implications of the presence of works of art in the public sphere at any given time, which derive from a combination of diverse theoretical disciplines such as sociology, politics, aesthetics and Art History. Keywords: *Art Exhibitions; Curatorial Study; Early New Order; Exhibition Histories; Indonesian Art History*
17	Riama Maslan Sihombing; Teguh Vicky Andrew. *fleur2ria@yahoo.com*	ACADEMIC SPECIALIZATION IN FINE ARTS EDUCATION AT BANDUNG INSTITUTE OF TECHNOLOGY: ILLUSTRATION COURSE CASE STUDY (1947-2017)	Illustration is one of the courses given since 1947, when Balai Pendidikan Universiter Guru Gambar became the forerunner of the Faculty of Art and Design (FSRD) at Bandung Institute of Technology. From the beginning, as a drawing teacher school, attention to children has been seen, including in illustration courses. The trend continued to increase, when the illustration course was integrated specifically in Graphics Studio (1967) until it became the Visual Communication Design Study program (2006). In that timeframe, as shown in the Curriculum of 2013-2018, illustrative material is not only divided into the general and compulsory Basic Illustration and Applicative courses, but also into children's Illustrations and Book Designs which are the specific and closely related electives courses to the interest and the final task that the students are trying to work on. This research aims to trace the illustrated educational journey to specialize in the course of Illustration and Design of Children's Books. In addition, this research also focuses on visual review of children illustration works produced for the purposes of the course and final assignment, in the context of such development and specialization. This study uses the Historical Method, which consists of Heuristics (source collection), Criticism (source testing), Interpretation, and Historiography (research writing) with educational studies approach by using academic specialization concept to sharpen the analysis with the intention to reconstruct illustration education. This research contributes to enriching visual cultural studies in the realm of children's literacy, especially children's book illustrations. In addition, the results of this study can serve as a historical archive in the role of educational institutions of Art and Design in ITB in particular, and illustrated children's books in Indonesia. Keywords: *children book illustration, illustration, education, art, history*

PARALLEL SESSION ROOM 2; September 5th, 2017; Theme: SUSTAINABILITY

NO.	AUTHORS	TITLE	ABSTRACT
1	Silvia Honsa; Imron Rosidin. *silvia93_vivi@yahoo.co.id*	'MANAJEMEN BAROKAH'; THE SUSTAINABLE IMPLICATION OF THE CRAFTING SPIRITUAL VALUE IN KAMPUNG BATIK PESINDON-PEKALONGAN; AN ACTOR-NETWORK THEORY PERSPECTIVE	This paper follows up the thesis entitled "The Opportunity for adoption of 'Creative City' in Kampung Batik Pesindon in Pekalongan: An Actor-Network Theory" written by Silvia Honsa at the Master's Degree Program in Development Studies, Bandung Institute of Technology, 2015. The findings of the thesis indicate the existence of relation patterns that provide various implications in Kampung Pesindon and his people in the ideas development of Kampung Batik on the theme of Creative City. As a research methodology, an Actor-Network Theory (ANT) states that in a heterogeneous network analysis, human entities and non-human entities are symmetrically (Latour, 2005). Ontologically, ANT understands network and action are in two separable things. An action gets its sources from the networks and vice versa (Actor-Network). The epistemological principle of ANT understands the activity of scientific research through the process of network tracing, implicating the expansion of research networks (Yuliar, 2009). This metaphorical implication initiates the author to tracing and concluding based on the thesis by discussing facts (actual conditions), revisiting Pesindon, conducting a series of interviews, coding, re-verification and writing down the records encountered during 2015-2017. The findings of further research show that the values of 'manajemen barokah' serve as a guide to the prevailing relationship between employers and batik workers in producing batik creativity products. The practice of 'manajemen barokah' becomes a factor to maintain the stability of creativity, activity and productivity of batik business which ultimately becomes the guarantee of economic sustainability and people's crafting. In the context of the adoption of creative city, 'manajemen barokah' may be involved to initiate the program, stimulate stakeholder involvement, as well as to mobilize joint actions of the parties. Keywords: *Kampung Batik; Creative; Sustainability; Manajemen Barokah*
2	Marini Yunita Tanzil; B.Com.Des; M.Fashion. *marini.yunita@ciputra-ac.id*	THE SUSTAINABLE PRACTICES OF INDONESIAN FASHION BRANDS	In the recent years, sustainability has been more prominent and performing as an influential attribute in the fashion industry. As fashion consumers become more conscious and informed on the complications caused by the prevailing fashion system and industry to the environment, the slow fashion movement has emerged as the more recent sustainable notion in the fashion industry. More fashion retailers and emerging entrepreneurs have attempted to create values through sustainable initiatives and practices, including Indonesian fashion brands. However, as a result of 'green consumerism' and 'greewashing', many of the sustainable approaches by fashion retailers such as H&M and Zara are widely questioned. The knowledge and understanding on sustainable fashion practices are varied across diverse demographics and cultures. Using descriptive qualitative approach through literature studies, observation and non-probability sampling, this paper discusses sustainable fashion and slow fashion theories, investigates the progression of the sustainable practices of Indonesian fashion brands and identifies the opportunities of slow fashion in contribution to the development of creative economy in Indonesia. Keywords: *Sustainability; Sustainable fashion; Slow fashion; Fashion industry*
3	Christmastuti Nur; Imam Damar Djati; Dian Widiawati. *christmastuti@gmail.com*	AN ALTERNATIVE OF ECO-FRIENDLY MATERIAL FROM BANANA PEDUNCLE WASTE	A designer's decision to determine material of a product actually reflects his awareness toward any possible impact, including ecology consequences that may occur. Due to this issue, a consideration to use an eco-friendly material becomes more serious priority nowadays. An alternative of this material can be obtained through utilisation of banana peduncle. Banana peduncles are waste from food processing industries that use bananas as the main ingredient. As a study case, a local SME of banana chip and cake business in Central Java, Indonesia, produces approximately 10-50 kg of wastes of peduncles per day. The banana peduncle wastes usually are heaped on the ground in the backyard or directly dumped along the river. It causes not only environmental pollution but also endangers people's health and sustainability around. This research aims to utilise the worthless banana peduncle waste as a valuable product material. Besides its huge supply, banana peduncle is also known as a renewable and biodegradable material. Moreover, the ropes from banana peduncle fibres had a comparable tensile strength to coco husk fibre ropes and almost equal to abaca fibre ropes. Therefore, the opportunity to use banana peduncle waste for designing functional products with commercial value can be more developed. The method used in this research is structural and visual exploration of banana peduncle fibre through various plain plaiting techniques. The results of this research are some certain plaiting patterns that expose the strength of structure and attractive visual appearance of banana peduncle fibre. Then, a plaiting pattern is applied on a modular multifunctional shelf as a design recommendation. The design concept of this product is based on some of eco-design principles and strategies so it will give minimum ecological impact. Furthermore, this research is expected to offer another preference to resolve the waste problem around the food processing industries and to give an alternative additional income for local people. Accordingly, by utilising local natural materials, they do not need to rely on the supply of raw materials from the other regions, which will increase the price, the use of fuel, and the amount of air pollution. Keywords: *Banana peduncle; fibre; waste; product material; eco-design*
4	Detty Fitriany; Yanti Heriyawati; Retno Dwimarwati. *detty_ft@itenas.ac.id*	SYMBOLIC REPRESENTATION OF TRI HITA KARANA IN BATUR GEOPARK MUSEUM	*Tri Hita Karana* is the philosophy of life from Hindu (Majapahit) people in Bali taking three angle points of harmony life concept. It has meaning to keep the harmony as well as balance between human-to-God, human-to-human and human-to-environment. This concept raised in the Museum of Geopark Batur exhibition, especially in cultural-diversity exhibition area which presents the diversity of the form of cultural expression of society in Batur Geopark region based on *Tri Hita Karana* concept. This concept in exhibition needs to be interpreted from museum collections and artefacts and transformed into signs that can be read and understood by various museum visitors, so that its values and meanings can be lived and run in the context of modern society today. This paper describes the process of semiosis to prove that *Tri Hita Karana*'s concept symbolically has been represented in the museum exhibition. This research is a descriptive research with qualitative approach focusing *Tri Hita Karana*'s semiosis process inside the *setra ari-ari* (placenta graveyard) of Bayung Gede traditional village diorama which was examined using Charles Sanders Peirce's modern semiotics theory in pragmatism viewpoint. In this

			research, the researcher positioned itself as a distant interpretant with indigenous village of Bayung Gede, therefore the research was done from ethical point of view. Data collection was done by observation, documentation and study of literature. The signs inside the *setra ari-ari* diorama are collected and grouped into three, namely sign-sign, sign-object and sign-interpretan as they mentioned in the Peirce's semiotics triadic model. These data are then analyzed by using ten interpretation signs alternative according to Peirce's. The results showed that *Tri Hita Karana*'s concept inside the *setra ari-ari* of Bayung Gede traditional village diorama is a cosmological representation of God, man and nature as a part of form of cultural expression of Geopark Batur society. Keywords: *Symbolic; Representation; Tri Hita Karana; Museum Geopark Batur*
5	Arianti Ayu Puspita. *ariantiayu@fsrd.itb.ac.id*	METHOD OF WOOD SELECTION IN FURNITURE INDUSTRY AS SUSTAINABILITY STRATEGY IN CENTRAL JAVA	Prior to the 19th century, guides in selecting teak wood had been composed by the Kraton Surakarta based on the experience of the carpenter. The guides are organized into ancient manuscript, as part of local wisdom in Central Java. The aim is to limit the exploitation of excess teak wood at the time. After the 19th century, wood furniture industry began to grow and Perhutani was formed as government institutions in managing timber production. Material selection is also conducted within the industry and designer, in accordance with market needs. The dynamics of social, economic and cultural conditions led to changes in the selection method of teak selection from past to present, with the same goal of maintaining the sustainability of timber resources. This study used historical method to see the role of each stakeholder at different time dimension. This research used cultural ecology as main theory of culture & material selection concept from Ashby as second theory. A key element in the perspective of cultural ecology is the behavioral patterns, namely work and technology used in the process of environmental management or utilization. The initial assumption is material selection can be used as a method to maintain sustainability of wood, from different perspective user (government, furnitur industry and designer). Keywords: *material selection, wood, furniture, sustainability, industry*
5	M.Y. Alief Samboro; Andar Bagus Sriwarno; Imam Damar Djati. *yomyomayom@yahoo.com*	MATERIAL EFFICIENCY OF WOOD WASTE INDUSTRIES TO DESIGN BY USING LASER CUTTING TECHNOLOGY (PINE, SUNGKAI, SENGON, AND KAMPER WOOD)	Furniture industry activities produces waste in the form of small pieces of wood continually that still has not been utilized optimally. The small size of wood waste makes it difficult to process into product. It takes a recent technology application that can process solid wood pieces with high level of detail. The alternative solution is using laser cutting machine. The utilization of laser cutting technology in wood material cutting is considered more effective and efficient with various advantages possessed such as fast cutting, high accuracy, and not produce cutting waste. It's cutting characteristic make it possible to process small wood piece with fast and high precision that can be used to mass produce product components. This research generate the design recommendation by optimizing the use of laser cutting machine in processing waste wood furniture industry through experimentation process using Trotec Speedy 300 machine to cut the material with 90% power and 0.38% speed settings. Keywords: *Material engineering, wood waste, laser cutting*
6	Dwinita Larasati; Tb. Fiki C. Satari. *titalarasati@gmail.com*	"SENDAL" CREATIVE BOTTOM-UP SOLUTIONS FOR URBAN ISSUES AT DISTRICT LEVEL	It is compulsory for each faculty at ITB to have a subject on environmental issues, therefore the Faculty of Art & Design established a course since 2013 called Seni, Desain, Lingkungan (Art, Design, Environment) - abbreviated into "SENDAL", taught by all 5 lecturers from each program within the Art & Design Faculty (Industrial Product Design, Interior Design, Visual Communication Design, Craft, and Visual Art); and is attended each semester by approximately 200 students from the whole faculty. The main aim of this course is to raise awareness of the impacts of art, design, and all creative works, to the environment. Considering the amount of students and the target it brings, a particular method is applied to this classroom with massive creative potentials: by having a different theme in each semester, to be responded to by the students, in groups, on how creativity could solve real problems within an urban scope. In the last term, this class collaborated with Karang Taruna, an area-based social youth organisation, who brought real issues or problem at a district or sub-district level. This paper discusses an experimental form of partnership between academia and a community organisation, working on real challenges within a (sub-) district level, and creating prototypes of solutions based on the capacities of all involved stakeholders. During the process, the students learned to apply their knowledge by also considering the impacts on the environment and the social dimension. As a conclusion, this paper presents an evaluation of such partnership, while also delivers the best results that came out to this activity. Keywords: *Creativity; Karang Taruna; environmental issues; course; urban issues*
7	Ramis Rauf; Laxmi. *ramis.rauf@mail.ugm.ac.id*	STRENGTHENING OF KELOMPOK KERJA PEMBANGUNAN DESA (K2PD) FOR THE MANAGEMENT OF NATURAL	This study will be focused on determining women's access and control in the management of natural resources, describing the independence of women, and knowing the forms of empowerment by the oil palm company to transform functions of forests. The scope of this study was women who joined K2PD in District of Anggaberi, Konawe Regency. This study used a qualitative research by applying the techniques of observation, participation of observation, and deep interview. Determination of informants used *snowballing* techniques. To deepen this study, the study also used literature review and secondary data collection with reference to *Spradlay*. The result of study found that women who joined K2PD have limitations in the management of natural resources afteraninflux of the oil palm company. However, it was a positive impact for the reduction of unemployment in the village who had worked as an employee of the office or as a field worker. After operating for five years, the oil palm company had not empowering to the community,

		RESOURCES ON GENDER PERSPECTIVE	especially in the rural development working groups and the general public. Social aids provided in the form of the physical facilities. Keywords: *Strengthening, Management, Resources, Women and K2PD, Gender*
8	Augustina Ika Widyani; Noeratri Andanwerti; Maitri Widya Mutiara. *augustinaw@fsrd.untar.ac.id*	THE SUSTAINABLE INDUSTRY DEVELOPMENT OF SEMOYO CONSERVATION AREA VILLAGE, GUNUNG KIDUL, YOGYAKARTA	Semoyo Village is a pioneer of greening area designated as Conservation Area Village (Desa Kawasan Konservasi, DKK) by the Regent of Gunung Kidul, in 2007. The People's Forest which has an area of 251.38 ha has been managed independently, legally and sustainably by local community groups. The community has not developed many end products of wood, due to several constraints. The industry is still classified as a small scale industry, but it has great potential to be developed and in the end it would improve the community living standard. Therefore, research conducted by FSRD Untar team is aimed at finding obstacles that hinder the development of the industry, and to propose ideas for the development of sustainable industry at Semoyo. The research method applied for this research is triangulation method. Triangulation of methods and data sources is done through photos documentation and researcher personal note written at location, interview method, and literature study. Triangulation among researchers was conducted in a team of 3 (three) researchers to gain a wider perspective. Qualitative analysis of the data refers to the conclusion that the constraints faced by the community in developing industries beside capital limitations are the limitations of: technical capability; design knowledge; and product marketing. Triangulation theory is done by studying other studies related to the topic. Research of sustainable industry done by Barabel (2007) comes to the conclusion that government regulation has to support initiation from community. Researchers found that the spatial plan (RTRW) of Kab. Gunungkidul might need to reconsider the determination of mining industry that would destruct the conservation area. Skills training of government and design involvement of FSRD Untar should be followed up and supported by product marketing. Conclusion from our research is the necessity of involvement from all parties such as government, industry, universities, and others for the development of sustainable industry. Keywords: *Sustainable Industry, Technical Ability, Design Knowledge, Marketing Support*
9	Dwinita Larasati. *titalarasati@gmail.com*	FASHION VILLAGE LAB PILOTING A CIRCULAR FASHION INDUSTRY ECOSYSTEM IN CIGONDEWAH, BANDUNG	Although known as a city that sets the trend for fashion since its Golden Era in the 30s, and as a popular shopping destination for clothing and garment up to today, little is known about the industry itself in Bandung. In 2014 a research was initiated to focus on the housing condition of textile factory workers, particularly in Cigondewah area, where a prominent garment factory is located. It turned out that people in that area, mostly of mid- and low-income levels, are living in inferior qualities, with polluted waters and soil, and inadequate facilities. These early findings lead to wider and deeper issues, and the research gradually touches upon the subject of the whole ecosystem of creative industry in the field of fashion. The main challenge is to retain the productivity of the fashion industry in that area, while improving the well-being of its inhabitants. This multi-year research implements design thinking and experimentation methods, and a community development roadmap; identifying all stakeholders within the triple-C phase (Connect-Collaborate-Commerce/Celebrate). As a highlight, a pilot for a circular creative economy ecosystem for fashion industry is created in this area; consisting of human resources/ creators, goods (products and services, including material supplies, capital funds, etc.), market (including distribution, delivery, etc.), and research & development, all of which aim for innovative products and real solutions for the involved stakeholders. The state-ofthe-art of this research constitutes an establishment of a local co-operation, a plan to intervene with the physical facilities of the area (murals, public furniture, etc.), and a program for entrepreneurship and connecting local small businesses to their markets. As a conclusion, this research offers a model for a circular fashion industry ecosystem that can be adjusted and duplicated in other areas. *Keywords: Creative economy; ecosystem; fashion industry.*
10	Hendy Hertiasa. *pixelhendy@gmail.com*	DIGITAL VISUAL CULTURE HERITAGE: INTERACTIVE MEDIA BOROBUDUR RELIEF BASED AUGMENTED REALITY (AR)	Cultural artifacts need to be preserved by taking into account the characteristics of today's conpemper society. One such conservation effort is known as Digital Cultural Heritage, which critically analyzes and elicits theories about museum themes and cultural heritage in relation to '' digital culture ''. Considering how important digital technology has existed and evolved in our lives, how is it utilized for the needs of sustainable development between the theory and practice of Digital Cultural Heritage, the extent to which digital technology is able to build culture and how they can be used to transform their culture, methods and relationships with audiences in future. One of UNESCO recognized world cultural heritage sites is Borobudur Temple. Krom researchers managed to identify the narrative reliefs carved on Borobudur, namely Karmawibhanga, Jatakamala, Lalitavistara, Awadana, Gandawyuha and Bhadracari. Altogether 1460 scenes are located in three levels of the temple, namely: Kamadhatu, Rupadhatu, Arupadhatu. Borobudur Temple is valued by many people, able to inspire, and imagination, like a library is endless to read. But the fact that almost over 1200 years of these reliefs can not be seen, observed, and studied easily by visitors, it results in a lack of experience and empathy to visit, in the end aside from not recognizing the shape and likeness of the relief, nor understanding the meaning Narrative series of the relief. It takes a way or method of reading the relief. By developing the "Wimba Way" language method and through interactive multimedia technology supported by digital-based interface design it is expected that the whole Borobudur Temple reliefs can be understood and understood by the visitors. The exploration of digital interactive information can be realized through the creation of virtual experience, so that it can complete the information repertoire, especially on the relief sequence that encircles the temple site more than 2 kilometers. The design of an interactive interface using Augmented Reality (AR) technology has the potential to approach the reality that visitors can experience. The above provides a more immersive visual communication alternative in interacting as a visual relief reading model of Borobudur Temple. Keywords: *Digital Visual Culture Heritage, Relief Borobudur, Cara Wimba, Interactive Media, Augmented Reality (AR)*

PARALLEL SESSION ROOM 3; September 5th, 2017; Theme: CREATIVE ECONOMY

NO.	AUTHORS	TITLE	ABSTRACT
1	Indah Yurika Yusuf; Alvanov Z. Mansoor. *indah.yurika@gmail.com*	INDONESIA BOARDGAME'S ECOSYSTEM MAPPING	Indonesia Boardgame Industry reach its tipping point in 2015, thanks to Boardgame Competition which is held by Gramedia Publishing group. In end of 2016, there are more than 10 new boardgames introduced to Indonesia market and one of significant part of developing creative industry in game and application subsector in BEKRAF's strategy. Although the significant rise in quantity, Indonesia boardgame industry has many obstacles to overcome. This is a descriptive research which will map the the ecosystem of Boardgame industry in Indonesia based on business ecosystem and strategy theory. This paper will give a certain perpectives towards the boardgame industry participants, researchers, and planner in order to create a strategy as well as closing the gaps among ecosystem entity in order to build a sustainable creative economy in games and application subsector in Indonesia. Keywords: *Boardgame, Indonesia Boardgame, Game and Application, Creative Economy, Ecosystem Mapping*
2	Irma Russanti; Yulistiana. *irmarussanti@unesa.ac.id*	SUSTAINABLE *HIJAB*: DEVELOPING DESIGNS BASED ON CONSUMERS' INTERESTS	Gresik city, in East Java Province, is one of the Small Medium Enterprise (SME) centers which majorly produces hijab, a female Moslem headgear. Unfortunately, it is very ironic that this center cannot produce authentic product, rather, duplicating other hijab brands. This study aims at investigating and developing hijab design which is mostly interested by consumers, of which further can empower Gresik SMEs. This development study uses descriptive analysis of percentages obtained from questionnaires addressed to 50 female respondents aged 18-25 years old. Results show most respondents prefer to hijab's quality with simple design, attractive motives and colors which implement fauna patterns in the edge of the fabrics. By developing this type of hijab interested by consumers, it is expected that hijab produced by SMEs can be more competitive in its market and becomes the trendsetter of hijab development. Keywords: *hijab, design, development, consumers' interest*
3	Nanang Yulianto; Ning Yuliastuti; Edy Tri Sulistyo. *nanangfirel@yahoo.co.id*	RECYCLE ART: CHANGING WASTE TO BE A FRIENDLY-ENVIRONMENTAL ART WORKS	Artists should have an awareness of the socio-cultural environment where they live. The artworks created should be based on contextual issues in their environment. The dirty environment by the residual waste of people's consumption is found everywhere, including in Surakarta. The condition encourages artists to manifest it into creative solutions by creating artworks that care about the environment. The creation of recycle-based painting is one of the answers to the problem. The research aims to create painting art that apply recycle art approach using paper waste material, metal, cloth. The research was conducted at NN Studio, Rt 04/07 Kismorejo, Jaten, Karanganyar, Surakarta on May - July 2017. The work approach was applying brainstorming and explorative method. The results show that there are various factors behind the creation of recycle art-based painting, including: building public awareness about the importance of clean and healthy environment, the importance of developing new and contextual aesthetic values, realizing solutions to the problem of waste in society through innovative creation , synergizing the spirit of artists and the community in creating a friendly environment.. Different types of waste have different characteristics and artistic potential, thus they demand the application of different techniques. The process of brainstorming is done to produce the concept of creation as base in the process of visualization of the creation. The exploration carried out produces visual surprises that are capable of contributing to the aesthetic enrichment of paintings. The aesthetics offered start from the honesty of the characteristics of each material. The differences of the character of each material become the aesthetic power of the created painting. The priority of using materials that are not environmentally friendly make the painting as a creative solution to the dirty environment by waste. The resulting paintwork is placed as a medium of reflection to build apresian's awareness about the importance of a clean and friendly environment. Keyword: *recycle art, painting, waste, environment*
4	Adam Wahida; Endang S. Handayani; Figur R Fuad. *adamwahida@staff.uns.ac.id*	CERAMIC CRAFT AT MELIKAN VILLAGE: DEVELOPMENT OF PRODUCTS THROUGH MOLDING AND FINISHING TECHNIQUES	This article is the result of research at ceramics craft center in Melikan Village, Wedi Sub-district, Klaten Regency, Central Java. The research aims to improve the skills and creativity of craftsmen, especially to: 1) develop the design of ceramic that more varied forms, 2) develop the ornament design, 3) develop the capability of making ceramics through molding technique, and 4) develop the capabilities of finishing technique. This research method includes three main components: (1) model of development, (2) procedure of development, and (3) product testing. The research procedures are: 1) conducting a preliminary study to gathering the information and identifying problems encountered by the craftsmen. 2) Making a plan (identification of skills, formulation of objectives, determining the order of development, testing on a small scale. 3) Developing a product design that includes: the shapes design, ornament design, forming technique and finishing technique. 4) Conducting field trials. 5) Revising the design based on feedback and suggestions from the results of the field test. Through this research, the produced ceramic craft products are more varied. The craftsmen can develop the product for souvenirs, such as: jars, vases, candle holder, ashtray, and plate, with ornaments that are varied. Through molding technique, the craftsmen have produced a non-cylindrical ceramic products and can accelerate the process of mass production. Through the

			application of finishing techniques using paint, the craftsmen can produce ceramic products that are visually more interesting. Keywords: *ceramics, molding, ornament, finishing*
5	Mutia Hanifah. *mutia.hanifah@gmail.com*	VISUAL REPRESENTATION OF SCENT: ILLUSTRATION ON FRAGRANCE PACKAGING	Visual stimulation plays important role for optimizing the product experience in the moment of choosing and buying decision. Especially fragrance, which don't have a strongly differentiated offering the 'pleasant' scent through the olfactory experience. To add elements that will support emotional approach to its consumer, packaging must has a complete sensory connection, include aroma, visual, and tactile elements. This paper seek to discuss the need to understand the tendency of several fragrance brand in Indonesia visualize their product to meet the desire position in the minds of consumer. How they represent the fragrance in form of visual cues. The first step is conducting a market survey to determine the variation of existing illustration on fragrance packaging. Then, specifying the typical of representation to propose a basic association in fragrance packaging. This study's objective is to examine how fragrance material can be presented nicely in two dimensional space. Furthermore, the study will establish a guideline of skill, technique and strategies to support designer's visualization of aroma. While on going a few controlled experiment, author will identify classification of visual representation in fragrance packaging existed in Bandung, Indonesia. Keywords: *Fragrance, Visual Representation, Illustration, Packaging, Emotional Design*
6	Andrian Wikayanto. *wikayanto@gmail.com*	ANALYSIS OF THE POTENTIAL DEVELOPMENT OF TECHNOPARK FOR FILM, GAME AND ANIMATION INDUSTRY IN INDONESIA	Film, game and animation are branches of creative industries that have capital-intensive and labor-intensive. The success of developed and developing countries such as Japan, South Korea, United States, Malaysia and India to develop their industry have many positive impacts on the economic, political, social and cultural growth of the country. Indonesia with its rich potential and cultural diversity-owned has the chance to compete with those countries. The purpose of this study is to identify how big the potential of cities in Indonesia to develop a Technopark for creative industries especially in film, game and animation industries. The development model is based on the availability of supply chains that shape and supply the creative industry by using industrial cluster theory. The result of the analysis is not obtained to all major cities in Indonesia since there are only some cities which have potential to serve as a model in the development of the Technopark for creative industries. However, there are various other big cities that could potentially serve as a Centre for Creative Industries including Malang, Bandung, Yogyakarta and some other major cities in Indonesia. Keywords: *Technopark, Creative industries, Supply chains, Film game and animation*
7	Cahyaning U.C. Nursyifani; Alvanov Z. Mansoor; Dianing Ratri. *cahyaning.umul@gmail.com*	BOARDGAME AS MEDIA FOR THE INDEPENDENCE CHARACTER DEVELOPMENT OF PRESCHOOL(4-6 YEARS OLD) CHILDREN IN INDONESIA	One of the psychological developments that occur when the preschool child (4-6 years) is the emergence of a desire to take care of himself or the so called independent. Changes in life from time to time also change the environment and behavior of children. Children often get facilities excess from parents so that children are less independent in solving a problem. Excess facility is often referred to as a helicopter parenting, where the child always gets the best from parents. Children are not given the opportunity to solve their own problems. This condition is often found in some children in Indonesia, especially in urban areas. Learning independence of children who have the potential to be developed in Indonesia is through the boardgame media. Boardgame in Indonesia began to be favored by the community, but the level of enthusiasm of society is still lacking. Meanwhile, boardgame about develop of attitude for pre-school children is still rarely be found. But the boardgame in Indonesia is increasingly growing lately, so it is h potential to serve as medium for the development independence of child self-reliance. Based on the results of the research, children aged 4-6 years implement an independent attitude through daily activities, both at school and at home. Therefore, the concept of boardgame design is the theme of daily activities of children. In addition to training child self-reliance, the design of this boardgame also trains the development of other characters. The method in research this boardgame uses an descriptive method, which done through search process of articles, news, observation, and interview.The result of this research is to know the extent of independence and to stimulate the development of preschooler self-reliance through boardgame media. Keywords: *Independence; preschool; boardgame*
8	Alvanov Z. Mansoor; I. Aditya; Hazmi M.Thariq; Narendra B.Adi; F.Narita. *alvanov.mansoor@itb.ac.id*	PRESERVING CULTURAL ARTIFACTS AND KNOWLEDGE THROUGH INTELLECTUAL PROPERTY RE-DESIGN; AYODYA EPIC BATTLE CARD GAME CASE STUDY	Indonesia is rich with cultural artifacts and values with significant visuals. The knowledge and values of these artifacts need to be hand down to the next generation, despite its unpopular among teenagers. In 2017, the trend among Indonesia teens are popular media such japanese animation and manga in terms of visual style and its visual storytelling. This paper depicts the creative process in Ayodya, Epic Battle Card Game. A Card Game which developed and re-designed from visual culture artifacts and values into popular media, visual style, and visual storytelling genre. The process may be formulated into methods which may applied in other visual culture artifacts. Keywords: *Cultural Artifacts, intellectual property, creative process, card game*

9	Alvanov Z. Mansoor; S.Sayogo; Cahyaning M.Ulum. *alvanov.mansoor@itb.ac.id*	TAPPING IN DIGITAL CONTENT STREAM, GATOTKACA IP IN MOBILE LEGENDS GAMES	There are several established digital contents which are accessed by millions of users worldwide and Mobile Legends is one among others. In the end of July 2017, one of Indonesia's content developers managed to tap into the game and publish a indigenous character from abundant Indonesia's epic folktales which is known as Gatotkaca. This paper is depicting the reseach on creative process of elaborating gatotkaca character design through visual language, manga matrix, and framing analysis. Emphasize on visual and unique gesture with significant move is one of the appealing aspects with overall exotic apperance that users find in Gatotkaca. This paper provides they key aspects of successfull tapping in global digital content through contemporary traditional IP development. Keywords: *Digital content, mobile games, framing analysis, visual language, intellectual property*
10	Rachmat Arsyadi. *aarlont@icloud.com*	THE EFFECTIVENESS OF HUMAN-CENTERED DESIGN ON EARLY CHILDHOOD EDUCATIONAL PLAY – CASE STUDY OF DOMESTIC WASTE MANAGEMENT ON EARLY CHILDHOOD EDUCATION AT BUMI MALAKA ASRI DISTRICT JAKARTA TIMUR	This research focuses and elaborates the human-centered approach on Early Childhood Educational Play used by early childhood education. The result of this Early Childhood Educational Play is designed by maximizing domestic waste management at Bumi Malaka Asri area in Jakarta Timur. The result of this Early Childhood Educational Play is also hoped to strengthen the awareness of domestic waste management by the residents, including kids. The method applied in this research is an interdisciplinary method and supported by the human-centered approach. The result of this Early Childhood Educational Play has 3 aspects. The first aspect is *affordance*; which enables users to interact with the resulted object easily. The second aspect is *signifier*; which enables users to do specific actions with the resulted object easily. The final aspect is the children growth which supports physical, cognitive and art aspects. Keywords: *Early childhood educational play, early childhood education, human-centered, design, domestic waste*
11	Aloysius Baskoro Junianto. *aloysius.baskoro@podomoro university.ac.id*	THE NEW FACE OF INDONESIAN CRAFT AND DESIGN TO COMPETE IN GLOBAL MARKET	This article will identify what kind of potential aspects of Indonesian contemporary craft to compete in global market. Indonesia has well heritage of distinctive craftsmanship. Modern intervention had evolved the traditional craft into new face. They have changed toward contemporary style, but still employ the craftsmanship technique. This uniqueness of the new face should be exhibited in global market through several prominent international events in order to be more recognized and accepted in global market to boost national economy. The big important event such as Salone del Mobile in Milan, Ambiente in Frankfurt and NYNow in New York City were selected to attempt the competitiveness of new design. Those events represent specific regional market share and orientation. The Indonesian Agency of Creative Economy (BEKRAF) had facilitated the participation of these events. This paper would also like to present what kind of products characteristic that likely have potentials according to potentials buyers' response during the show in correlation with certain issues. The issues related to following aspects such as; product quality, craftsmanship, material, aesthetic look/styling, standardization and business strategy. The result of the exhibition was quite promising for new Indonesian craft and design in the future. However, there are still some issues concerning on those aspects to be done to make it better competitive product and business to grow. This paper will focus on home decoration and furniture related product. The result of the study hopefully could be useful as necessary direction in order to give more useful information to designer and artisans in order to have better competitive product in global market. Keywords: *Craft; Craftsmanship; Trend; Global Market*

PARALLEL SESSION ROOM 4; September 5th, 2017; Theme: CULTURE

NO.	AUTHORS	TITLE	ABSTRACT
1	Patriot Mukmin; Asmujo Jono Irianto; Tisna Sanjaya. *patriot.mukmin@gmail.com*	OPTICAL ILLUSION PAINTINGS IN CONTEMPORARY ART SENSE	In contemporary art, issue of paradigmatic painting is no longer considered important. There are many artists who use paintings as simple as a medium of expression. One does not have to tell a reason why he chose painting because he was not questioning or criticizing the nature of painting itself. The main issue is the subject matter, to use painting as a medium of expression is only a matter of choice. However, the development of contemporary painting could not be detached from its global history. Contemporary painting retains from its Modernist and Conceptualist background the belief that every artist's work should stake out a position—that a painting is not only a painting but also the representation of an idea about painting. This notion was used by the author to inquire if there any possibilities for contemporary painter to create paradigmatic paintings. In order to do this works, author were using Contemporary Painting paradigm as a source of idea about painting is also an object. Because it is an object, author could modify the physicality of the painting into different forms and display them in a non-conventional way. A personal technic called as illusive three-sided paintings. This methods is an anamorphosis illusion, a distorted image which only can be seen from specific point of views. Furthermore, author also did an appropriation methods inspired by series of Rene Magritte's images. By depicting some of his famous paintings into the personal works, author's aim was to enrich the visuality and to ensure the statement 'paintings about painting'. The full presentation of the works replicated a painter's studio in an all white color to give attention to the colorful paintings. By doing this project, author found the fact that it is posible for contemporary painter to explore the idea of paradigmatic paintings further by applying methods specially design for that purpose. *Keywords: paintings, painting as an object, illusion, anamorphosis, appropriation, painting installation*
2	Ira Adriati; Irma Damajanti; Willy Himawan; Patriot Mukmin; Kiki Rizky S.P. *ira.adriati@gmail.com*	MAPPING OF ART GALLERY MANAGEMENT SYSTEMS IN INDONESIA AS PLATFORMS FOR YOUNG ARTISTS' SELF-ACTUALIZATION IN THE ART WORLDS	Current Indonesia's visual art scene is dynamic with the increasing number of young artists who are graduated from art schools in Indonesia and abroad. Consequently, competitive atmosphere thickens for young Indonesian artists to be able to self-actualize through their artworks in the contemporary art field. An artwork undergoes three economic stages of production – distribution – consumption that take place in the art field. This process inevitably includes other elements alongside artists as producers, such as curators, art critics, gallerists, art dealers, auction houses, and collectors. Correspondingly, this research aims to investigate and compare different management systems applied in art galleries in Indonesia. In the long run, its results are expected to aid young Indonesian artists in their effort to self-actualize. This research uses interdisciplinary approach, which includes art management, aesthetics, and psychology mainly theories concerning self-actualization. Samples are selected from a range of art galleries in Indonesia, mainly due to their consistent effort in holding events and exhibitions. The selected galleries are *Galeri Sumardja*, *Lawangwangi Art Space,* and *Galeri Gerilya* in Bandung; as well as *Sudakara Art Space* and *Bentara Budaya Bali* in Bali. The analysis shows that there are three types of different management systems from the point of view of activity planning; *firstly,* some galleries focus on inviting self-actualized artists in the art field to exhibit and merely hold incidental events for young artists. *Secondly*, some galleries have policies to hold special and sustainable events for young artists to self-actualize alongside their seniors. *Thirdly*, some galleries focus on holding events for young artists. In the selection process to determine which artist merits an exhibition, all the sample galleries highlight the aesthetic values of the artworks created. Moreover, personal motivation holds an important key to an artist's ability to self-actualize. Keywords: *Gallery, Young Artists, Management, Self-Actualization, Aesthetic Values*
3	Dini Hari Pertiwi; Yasermi Syahrul. *dheeneei@gmail.com*	MOTION GRAPHIC PRE-PRODUCTION DESIGN CONCEPTS OF MASJID AGUNG PALEMBANG AS PALEMBANG CITY TOURISM PROMOTION MEDIA	*Palembang is a historical city in Indonesia. Palembang city has the potency of natural, social and cultural resources that can be used as tourism object. The city of Palembang has a historic mosque building during the spreading of Islamic religion namely Masjid Agung Palembang. Masjid Agung Palembang is a cultural heritage that has a very high historical value from its inception. However, due to the shift of cultural heritage in line with the pace of modernization and globalization that threaten the preservation of culture and some historic areas it is necessary to build a media campaign that contains the history of a building, place, culture and other ancestral heritage. To build a media campaign it is necessary to have a mature pre-production concept that is in accordance with the original history of the cultural heritage, in order to achieve it then it is required to have concepts that contain stories in sequence. The concept of motion graphics is chosen as a media campaign because it can make the media campaign become more creative with the maturation of concepts, inspiration, characteristic and expressive attitude.* Keywords: *Promotion Media; Motion Graphic; Information Media; Pre-Production Design Concept*
4	Irma Damajanti; Setiawan Sabana; Yasraf Amir Piliang; Tjetjep Rohendi Rohidi. *irmadamajanti23@gmail.com*	HERI DONO'S ARTISTIC CREATIVITY: AN INTERPRETATION IN SOCIAL AND CULTURAL DIMENSIONS	An artwork, as a cultural product, always represents the space and time where the artist interacts with his/her realm. Every artist is born within a certain society that holds a particular artistic tradition. This research aims to systematically describe and interpret the integration of individual uniqueness and its sociocultural dimensions. The object of this study is Heri Dono's installation and performance artworks, namely *Wayang Legenda* (1998), *Kuda Binal* (1992), and *Trojan Horse* (2007). Heri Dono is one of Indonesian contemporary artists whose stable career in Indonesian contemporary art scene and also his international endeavor has been recognized, primarily since the year 1990. This art research employs a qualitative method with an interdisciplinary approach. Psychoanalytical interpretation method will be applied to explain and understand the artist's creativity. Art critique method will be used to decipher the artworks and their relations to the intra-subjective dimension. Additionally, hermeneutic method and the discipline of cultural studies will be put forth to interpret the sociocultural dimensions of the

			researched artistic creativity. Based on the observation of Heri Dono's artistic creativity, it is concluded that indeed creativity is bound to the sociocultural dimensions where the artist incorporates and responds to the influences from his/her surround. The study of his creativity, which is considered to be communal and collective in its process, gives a representation of a paradigmatic tendency of artistic creation that can engender new understandings of creativity. Through the analytical process and interpretation of Heri Dono's work, a new paradigm that is unique to local artist creative processes in a global contemporary context is discovered: the reinstatement of cultural elements using new methods, the appropriation of symbols from different time and cultural contexts, and the use of metaphor and humor to create artworks as means of social critique. Keywords: *Creativity, Heri Dono, Interpretation, Social, Culture*
5	Olivia Gondoputranto. *olivia.gondoputranto@ciputra.ac.id*	FOLKLORE FUSION IN FASHION: EMBEDDED INDONESIAN FOLKLORE THROUGH CONTEMPORARY ILLUSTRATION INTO FASHION PRODUCTS	Diversity is one thing that reflects the beauty of Indonesian Archipelago. Although Indonesia is very rich in traditions and cultures, yet not every one of them had the chance to be explored. And one aspect that reflects culture and ethnics in Indonesia is Indonesian folklore. The stories has been told from time to time, from generation to generation, but nowadays most of them were already forgotten by the younger generation, most likely by the millennials. To reach the purpose of introducing the folklore to the millennials, some methods could be used, such as infusing the folklore into fashion products. By using contemporary illustration to translate the folklore into more fashionable adaptation, it would be easier to be digested by the millennials then piqued their interest on Indonesian folklore. The purpose of this paper is to explore the effects of contemporary illustrations that are embedded into fashion products by using observation and inductive approach in qualitative research methods. And eventually it would reach its goal to introducing the folklore to the millennial generation. Keywords: *Illustration; Contemporary Illustration; Indonesian Culture; Indonesian Folklore; Fashion Products*
6	Mochammad Charis; Muh. Ihsan DRSAS; Imam Damar Djati. *mochammad.charis@gmail.com*	REVITALIZATION OF TRADITIONAL JAVANESE FOOTWEAR CASE STUDY: TARUMPAH OF TASIKMALAYA	Several previous research have suggested that there must be the use of simple and traditional footwear in Java. Previous research claimed that simple sandals must be the first of footwear that ever existed in Java island. From this research, it has been found that Tarumpah Footwear from west java culture is the simple sandals that ever existed in Java which was the results of acculturation with Southern Asia since 9th century. The use of Tarumpah itself has been declined because of many several problems and this research intended to identify the preferences, desire, and factors based on the market user from variable ages for modern society. The purposes of this research is focus on how to revitalize the tarumpah footwear so its not going to be extinct. This research used quantitative method, by doing observations and market studies, The data obtained then analyzed to get the research results in the form of design recommendations guidance for small industries of Tarumpah Tasikmalaya. The results shown that consumer ages between 15 until 24 preferred modern tarumpah design so it can be used for many occasion and far from the traditional value and original tarumpah. This results is different from ages up to 45 which are preferred the original tarumpah design than the modern one. Keywords: *Footwear; Tarumpah; Revitalization; Consumer Preference; Design Guidance*
7	Pratiwi Kusumowardhani. *pratiwi.polimedia@gmail.*	APPLICATION OF MOTIF BATIK MEGA MENDUNG VISUAL ELEMENTS ON DESIGN OF GLOW IN THE DARK RAIN COAT	Motif Batik Mega Mendung comes from the word mega or cloud style has a meaning like a roof that symbolizes the sky as a highly appreciated natural phenomenon in the Trusmi Cirebon area. The uniqueness of the motif and the color has its own characteristic because it is the expression of the people's sense of need for the preservation of culture and tradition. These needs are transformed into tradition through objects, customs, culture with distinctive color and shape with symbolic content. The result is a traditional batik Trusmi Masina that has a style, motif and character Cirebonan. From previous research there are three basic forms that often appear on the six Batik Trusmi Masina Cirebon, namely; Clouds, wings and leaves. Cloud shape is a special form found in batik Mega Mendung. In this paper, author apply the visual elements, especially the shape and color of batik motif Mega Mendung on fashion products that are used during the rainy season which is a raincoat, with the application of coloring glow in the dark, with the aim that when the raincoat is used at night, the motif applied to the rain coat is glowing. Methodology used in this research is experimental quantitative methodology. The main requirement of experimental method is controlling activity, manipulation activity, and observation. The experimental method was performed on glow in the dark while the quantitative data was taken by spreading the questionnaire on raincoat users, so it can come up with a design of rain jacket with Mega Mendung motif application which put forward visual element as mentioned by Marvin Bartel. The output produced in this research is the design of Glow in The Dark rain coat. Keyword: *Visual element, Motif batik Megamendung, raincoat, glow in the dark*
8	Aniendya Christianna. *aniendya@petra.ac.id*	THE ROLE OF DAMAR KURUNG LANTERN AS A TIME SIGNAL OF GRESIK SOCIETY	Damar Kurung Craft is one of the typical Gresik cultural products that have been widely recorded the civilization and life of Gresik people through its handiwork. The existence of Damar Kurung has been around since the Hindu-Buddhist era. It is a lantern that made of bamboo paper with painting embedded that become Javanese's symbol of life. This research is qualitative research with descriptive approach. The object of this research is on the use of visual metaphor that described by Masmundari about Damar Kurung. The purpose of this research is to understand the meaning of symbols that embedded on Damar Kurung by Masmundari. At the same time, this writing is made to understand the environmental context where decoration of Damar Kurung is made, in order to establish the identity and identification of Javanese people. K eywords: *Culture, Art and Craft, and Damar Kurung*

9	Eljihadi Alfin; Widihardjo; Yuni Maharani. *ddeljihadi@gmail.com*	ARCHITECTURE AND INTERIOR ELEMENTS TRANSFORMATION OF UMA MENTAWAI (COMMUNAL HOUSES OF MENTAWAI TRIBE) (CASE STUDY: MATOTONAN VILLAGE, DISTRICT OF SOUTH SIBERUT)	If we look at the Mentawai people of the Emile Durkheim and Koentjaraningrat theory, people experience a change in the level of solidarity that propagates in the rites and the classification. But not until the sacred values. This makes the form of artifacts and behavioral change, but the manifestation of the idea still remains guarded. This societal change is the basis of the transformation of the architectural elements and interior on Uma Mentawai. This study aimed to obtain data and information in order to learn, answered, and explains the transformation of the elements of the interior at Uma Mentawai. This study included research into the case and a field belonging to the field of social research in the study of architecture and interior design with a qualitative approach. Data collection techniques that used was Mixed Method, which combines several techniques, which are field observations, literature review, interviews, internet browsing, and Focus Group Discussion (FGD). After a comparative analysis against the prior Uma, Uma conditions are now experiencing some changes to the architectural elements and interior. These changes occur as a result of the influx of outside influences brought by immigrants, and the indigenous of Matotonan often left. Besides the changes are also caused by strong regulation that makes the culture is getting stronger, and the growing need that is not available in nature. Some elements are changed at Uma: 1) Changes in the layout, 2) Addition of the bench (tobbongan), 3) The use board on the wall, 4) Addition railing on the stairs, 5) The use of the "tukang" door, and 6) The use of iron nails. The impact of this transformation are the emergence of a new paradigm that discussions about the family should not be done at Uma. Uma just be a ceremonial place, is no longer a place to stay. And the habit gathering in the fireplace be replaced by sitting on the bench. Keywords: *transformation, architecture, interior, elements, culture*
10	Kukuh Satriaji. *kukuh.satriaji@gmail.com*	TYPOLOGY AND ORIENTATION STUDY OF HOUSE FAÇADE IN DENSELY POPULATED AREA	The facade or the face of the building is part of the building that usually faces the street. The facade of the building can describe the background, condition and cultural situation that occurred at the time the building was built. A facade can also tell the characteristics of the individual inhabitants within it, as well as the collective identity of a community that makes it a representation of its inhabitants to the public. The composition of a façade, despite of all its functional requirements (windows, door openings, roof planes, eaves) is essentially related to the creation of a harmonious unity between good proportions, comprising the preparation of vertical and horizontal elements, materials, colors and decorative elements. The facade of the building is also influenced by environmental conditions. The distance between one house to another, the width of the road, the boundaries around the building becomes one of the important factors that will determine the shape and orientation of the building. In contrast to the integrated residential areas that have been well-regulated form and orientation of buildings, densely populated areas will have a diversity of shapes and orientations depending on the location where the house is located. The area of Astana Anyar, Tegallega becomes one of the most interesting densely populated areas to study because it consists of a combination of open area (node) and circulation (path). This research method was conducted using a typology approach and refers to the façade elements. The purpose of this study is to find out the type and orientation of building facades in this area. Keywords: *Typology; orientation; house; dense population*
11	Lavinia D.W. Araminta; Atmadewita. *lavinia.disa@gmail.com*	HYBRIDITY, CREATIVITY, AND SUSTAINABILITY OF PATROL MUSIC IN JEMBER, EAST JAVA	The aim of this study was to find out how patrol music has been developing in Jember and what challenges were faced by local musicians in sustaining the life cycle of patrol music. Informed by the literature and based on the results of semi-structured interviews, this study found that patrol music serves as not only a musical but also a social instrument that has changing functions among the society in Jember. Movements of local people from and to Jember had made patrol evolve in its musical elements, such as addition of musical instruments and the choice of contemporary songs to be performed. Despite criticisms addressed by earlier generations of musicians, this hybridity of this traditional music indicated creativity of younger local musicians who intended to show that patrol music can adapt to new cultures brought by new comers in Jember. However, the sustainability of patrol music has been impeded by lack of funds, insufficient support from the regional government, limited communication among musicians, and problems in regeneration of patrol musicians. Responding to these challenges, recommendations for the local government and musicians are discussed. Keywords: *Patrol; music; Jember; hybridity; sustainability*
12	Almira Belinda Zainsjah. *zauberer.matar@gmail.com*	A STUDY OF ARCHETYPAL SYMBOLS IN 'THE BOOK OF RAINBOW' AND 'BHINEKA'	Humans create language as a means of communication. In addition to spoken and written language, there is also a visual language that developed in the form of symbol. When examined through Carl Jung's theory, there are several symbols that have a similar form and meaning. This symbols present in all human civilizations and believed to be existed before humans were born. This study examines the existence of archetypal symbols of 'The Wise Old Man' and 'Self' in comics as well as games created by 2 groups from different backgrounds. This analysis is performed by reflecting the meaning of archetype symbols into the characters. The theory used by this research are the combination of Jung's archetypal theory for archetypal references and Feldman's theory for analyzing the works. The authors of these works may be unaware of the appearance of archetypal symbols in their works because the universal symbols (archetype) are believed to reside in the realm of collective unconscious. The Book of Rainbow (2014) and 'Bhineka' (2014) show the appearance of the same archetypal symbols in a different visuals and characters, and in accordance with the background and education of the authors. The discovery of a same symbolic characteristic in different visuals signifies that each person has their own representation of archetypes, but they always have some kind of pattern that are in common. Keywords: *Archetype; symbol; comic; game; character*

13	Ruly Darmawan; July Hidayat. *ruly.darmawan@itb.ac.id*	THE THREE MILLIMETERS: A TECHNOCULTURAL PERSPECTIVE IN BAMBOO WEAVING CRAFT DEVELOPMENT	This paper focuses on the reflection of a research finding on the craft development process which applies bamboo weaving technique from a technocultural perspective. This is a hybrid craft development which combines the weaving techniques of Bantul, Yogyakarta and Beppu, Japan. The weaving technique was actually inspired by the Japanese artisan who delivered a workshop to local artisans in Bantul. Quite similar with workshop's intention, this research was aimed to enhance local capacity in craft production, especially for the craft that have an identity with some idiosyncratic formal character. During some interaction with locals, there are some ideas that can be highlighted as thinking poles. One of those poles is the existence of 'three-millimeters'. The 'three-millimeters' is a standard dimension of bamboo strip that should be met up before a better quality of bamboo weaving craft might be achieved. From technocultural perspective, this exact dimension of 'three-millimeters' is a promising issue. It does not only deal with the exact physical measurement of a material, but it may also deal with the horizon of thought towards real-world situation. The discursive reflection employs a phenomenological approach. With 'the 'three-millimeters' as the chosen subject in this interpretation, this technocultually-related reflection explores the existence of this measurement; how it becomes significance and could possibly define the quality of object. Understanding on such intertwining entities will provide a better perspective on how craft development should have been treated. The exploration will end up with finding that elaborates some thought on what the 'true' quality of a craft could be. Further, the discussion on such finding will be narrowed to the context of developing an identical handicraft that may attract potential market and gain some economical benefits. It is hope that this paper will set its value in supporting local empowerment for national development. Keywords: *Bamboo Weaving Craft; Subjective; Objective; Cultural Translation; Technoculture*
14	Freta Oktarina. *fretalium@gmail.com*	SHARED SPACE: A TOLERANCE AND ADAPTABILITY CULTURE	Currently, some cities in Indonesia are developing towards a modern city. Changes occur not only in the city spaces but also in the cultural values that exist in society. Society grows along with the city journey. Inside the spaces of the city stored the layers of the journey of society morphed from time to time. The research was conducted to highlight the kampongs of Jakarta that now have been largely destroyed. Looking back in the early days of Jakarta as the capital began to develop into a metropolitan city, the kampongs were the ones that fill the city spaces and a part of the identity of the city. The study was a historical search and tried to appoint one of the densely populated kampongs located in the heart of Jakarta. Through archives study and documentary methods to reveal the journey of the city brought changes to the pattern of settlements and led to the formation of social spaces in the community. Findings show in the kampong contains houses with limited space and small alleys, the alleys not only serve as a connecting corridor or a barrier between the houses and the outside but has become an additional space for the community. An alley was interpreted as an extension of the home and a part of people's personal space. Unwritten agreements have been declared that it was a shared space. Space blurs between public and private boundaries. This ultimately creates a culture of tolerance within the settlements and pattern of people's adaptability to space. Keywords: *history; city; space; culture; tolerance*
15	Bani Sudardi; Nanang Rizali. *banisudardi@yahoo.co.id*	THE BLENDING OF LOCAL CULTURE AND CHINESE VALUES IN CREATING LASEM BATIK	Local culture is generally given new Islamic values. Local culture and Islamic values have become a reference in the creation of works of art that breathe Islam. Islamic values that give new values, such as the prohibition of drawing living creatures. Therefore, batik that meets with Islamic values will show pictures of trees or flowers. Batik will bring out beings like animals, but composed of leaf ornaments. The touch of local culture and Islamic values in traditional batik motifs arose with new meanings. The value of Islam is never separated from the Arabic writings because the Qur'an is written in Arabic letters; therefore Islamic values are then manifested in the form of calligraphy or Arabic-like forms of writing. Batik also appears with a new interpretation. As is the case in some other Islamic countries in the archipelago there is a cultural interaction between local cultural traditions and Islamic values. Some of the ornamental art in the Hindu period (Majapahit) which is then processed into the principles of understanding the breath of Islam. If the existence of Islamic visual art is considered a physical dimension, it will be related to the idea and social system that develops in pre-Islam societies that favor ceremonies. Keywords: *batik Nusantara, values of Islam, interpretation*
16	Jamaludin; Anwar Subkiman. *mangjamal@gmail.com*	THE AESTHETIC OF MISERY: DESIGN AS AN EXPRESSION OF URBAN SOCIAL ENVIRONMENT, AN INTERPRETATION IN INTERIOR DESIGN	The topic of this paper is culture. The paper explains the experimental works called the Aesthetic of Misery, presented in Milan Furniture Fair, April 2015. This new approach to design launched by Andrea Branzi and Michele De Lucchi, two prominent designers in Milan. They present "social environment" based on the concept of misery. These experimental works investigate the concept of deprivation, re-establishing its value as a historical and cultural category of crucial relevance, generative of both misery and nobility. The exhibition presented sixteen projects developed by the students of Interior Design Master Program of Politecnico di Milano Italy under supervision of Francesca Balena Arista and Marco de Santi. Misery can be found as an expression in arts such as painting, cinema dan literature but seem something deliberately hidden in design particulary in interior design. The aesthetic of misery is the experimental works to expose or present the misery in design culture. This project seem as an appreciation to the way of how poor people survive in the matter of occupancy or dwelling. Analitical descriptive method used to explain the background and aim of aesthetic of misery. Observation in contemporary of the the Interior Design and archtecture style used to find and to compare the similarity or concurrent with the concept of aesthetic of misery. This aim is to understood as the implementation or has a the same direction of the aesthetic of misery. What Andrea Branzi and Michele De Lucchi called the Aesthetic of Misery is a part of real social environment that also exist in interior design and architecture. Keywords: *aesthetic; aesthetic of misery; Andrea Branzi, Micchele de Lucchi, Interior Design*

17	Friska Amalia; Imam Santosa; G. Prasetyo Adhitama. *friskamalia@yahoo.com*	INCULTURATION RESEARCH OF HENRY MACLAINE PONT WORKS IN INDONESIA FROM 1918-1936	Most of Dutch's architect who made architectural work in Indonesia were eventually did some exploration in creating vary architecture style in Indonesian colonialism era. One of Dutch's architect who also an Indonesian descendant had succeed to mix the local heritage of Indonesian traditional building towards his work in Indonesia was Henry Maclaine Pont. Pont was indicated did an inculturation approach on design process of his work. Begin with the fascinated feeling towards Indonesian traditional architecture especially in Java Island and also a special motives due to manifest an obsession of ethical politics on architecture field in Indonesia has made his work became an aesthetic masterpiece. This research intended to elaborate Pont's idea of architectural work which indicates the usage of inculturation approach on the design process. It is also using a qualitative method that enhance the research with case study towards the Pont's work that represent the inculturation approach. They are Aula Barat Institut Teknologi Bandung and Catholic Church of Puhsarang, Kediri. Establishment due to assumption of the inculturation approach had done by identification of architecture and interior design elements on Pont's work in Indonesia which also gives some results. They are results of transformation in a long process of inculturation after assimilation stage and acculturation stage. They are *juxtapose, superimposing,* and *interlocked.* Aula Barat Institut Teknologi Bandung shows the stage of juxtapose and superimposing only. Puhsarang Church shows all of the stage results of transformation. Keywords: *Henry Maclaine Pont, Colonial Architecture,* and *Inculturation*
18	Moh. Sutrisno; Sudaryono Sastrosasmito; Achmad Sarwadi. *moh.sutrisno@mail.ugm.ac.id*	TEXT DESIGN AS ICON AND CULTURE REPRESENTATION	Cultural text showed the identity of an object widely, it was used in contemporary design. Palopo as an ancient city has heritage of architectural masterpieces. The text "toddo'puli temmalara" written on the statue of the Luwu people's struggle and located within the area of the Luwu unity palace as a visual cultural code in the ontological reality of the historic city landscape. This study explored the existence of hand-held monuments and media monument design as a visual communication culture. The proliferation of giant writing as new icons in some cities in Indonesia tended to be a new icon for design results. The series of letters were made from modern materials filling one of space design creations. Such place, buildings, objects names were communicated through writings in a certain proportion. Issues which based on the philosophy of contemporary nihilism that it was about minimum form and minimum meaning in the design works becomes problem for works of art that were unable to communicate the meaning from a form. This study aimed to explore the meaning of semiotics interpretively from the text which became design elements. Semiotics as research paradigm with etnometodology method.Ethnometodology as a research method in order to identify the signs contained in the culture of society. The meaning of the design was based on the public who used the signs. The results showed that text culture as an element of design composition can be representamen of function, form and meaning of a design. Architects and artists use Malay texts to label urban building functions and urban landscape. Textual significance becomes one of the alternative visual communication and affirmation function of building among the uniformity of design form. The text application of local distinctive language has been left in the creation of posmodernism era design elements. Keywords: *Design; semiotics; culture; text; visual communication*
19	Yacobus Ari Respati; Yustiono; Ardhana Riswarie; Almira Belinda Zainsjah. *yacobusarirespati@gmail.com*	THE TENTOONSTELLING AND STELENG, EXHIBITION HISTORIES IN THE COLONIAL 20TH CENTURY INDONESIA	The culture of exhibiting art came to fore in 20th century Indonesia as a praxis introduced. The private institution model of *Kunstkring* or the Art Circle–first emerged in 1902–became a driving force where exhibiting was exercised. By 1916 they had grown into a network with 26 *Kunstkrings* in the whole colony with *Bataviaschen Kunstkring* (1914) as the most premier and became the main stage for art exhibitions. Yet the *Kunsktring* never really had a clear or distinct orientation other than their initial prosaic motive of promoting the arts, and crafts of the colony. Those who exhibited were a composite of visiting foreign travellers, emigrated painters, and a few dedicated artists of mixed heritage. The *tentoonstelling*, or exhibitions, had almost existed as an asymptomatic illustration of late colonial life, with rarely a sense of being ground or rooted, stemming off a quasi-elitist culture related to the development of a colonial middle class. Captivated in the cultural climate of the tropics as a shadow in the periphery, art exhibitions however were set to go through change in cultural momentum. In the 1930s, amidst the great debate of *Polemik Kebudayaan* and the emergence of the avant-garde such as in *Pudjangga Baroe*, artistic awakenings emerges amidst struggle for self-identification. In the new found atmosphere, Indonesian artists were also eager to disseminate their vision, which came into several pioneering exhibitions culminating in *Persagi*. The now motivated, progressive attempt in producing exhibitions–then *Steleng*–suggests a further process of translation and adaptation of artistic and exhibition practice, which presents identifiable symptoms of a break or rupture in the discourse. This research utilise the approach of exhibition histories, a recently emerging area in curatorial studies. The study emphasise focus on regarding exhibition as text, evolving from latest research developments on contemporary art & critical variables on curating. The method provides an understanding on the social context and constitution of the operating art world; as well as providing alternative, complementary, and latest narrative over the classical concepts & canons of art history through interdisciplinary approach of art history, sociology of art, cultural studies, & critical theory. Keywords: *Art Exhibitions; Exhibition History; Indonesian Art History; Colonial; Steleng*