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OFFICE
Jl. Letjen S. Parman No 1, Jakarta Barat 11440

PHONE
+62 21-5671 747 (Hunting)
+62 21-5695 8723 (Admission)

EMAIL
humas@untar.ac.id

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untar.ac.id


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TRANSFORMATION OF TRADITIONAL VALUES INTO CONTEMPORARY DESIGN: A CULTURE-BASED FURNITURE DESIGN MODEL INSPIRED BY TORAJA CASE STUDY: ARKATANA CHAIR



Transformation Of Traditional Values Into Contemporary Design: A Culture-Based Furniture Design Model Inspired By Toraja Case Study: Arkatana Chair

Authors

Ferdinand Ferdinand^{1, *}, Maitri Widya Mutiara¹

¹ Interior Design Department, Universitas Tarumanagara, Jakarta, Indonesia

* Corresponding author. Email: ferdinand@fsrd.untar.ac.id

Corresponding Author

Ferdinand Ferdinand

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furniture design; local culture; design identity; cultural transformation; glocalization

Abstract

Indonesia possesses a rich cultural heritage, which holds significant potential as a source of inspiration for developing furniture designs with a distinctive identity. However, the Indonesian furniture industry faces several challenges, including a lack of design innovation, a heavy reliance on foreign design influences, and a shortage of local furniture designers. This shortage often results in dependence on designs provided by clients or foreign designers, limiting the creative potential of locally produced furniture. Additionally, the issue of design duplication further weakens the industry, as high-value products are frequently copied by other manufacturers, leading to price degradation and reduced exclusivity. As a result, local furniture products struggle to compete in the international market. Many products tend to adopt foreign design styles without optimally incorporating local cultural elements. Therefore, this study aims to formulate a culture-based furniture design model by adapting traditional values into contemporary designs. This research employs a qualitative exploratory approach using a culture-based design method, consisting of three stages: cultural identification, cultural transformation into design, and design validation. Data collection is conducted through literature studies, observations of traditional and modern furniture products, interviews with design experts and artisans, and semiotic analysis to understand the symbolic meanings embedded in design elements. The design process utilizes the IMO (Input, Metaphor, Output) method, enabling the transformation of cultural elements into products relevant to the contemporary market. The findings of this study establish culture-based furniture design parameters, including cultural identification, symbolic value transformation into design, utilization of local materials, community involvement, and the application of sustainability principles. Additionally, this research develops a conceptual model for culture-based furniture design, serving as a guideline for designers and industries to create furniture products that embody Indonesia's unique identity. This study is expected to contribute to strengthening Indonesia's design identity, enhancing the competitiveness of furniture products in the global market, and promoting

sustainability through the use of local materials and the empowerment of artisan communities. The implications of this research include the application of a culture-based design framework in the creative industry, the formulation of sustainable design policies, and the development of furniture products that are not only aesthetically appealing but also deeply rooted in Indonesian cultural values.

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