CREATIVITY OF *KELOM GEULIS* ARTISANS OF TASIKMALAYA

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Abstract: Our society is synonymous with the values and local knowledge of its inheritable. The Product became one of the main characteristic of any existing individual companies is the inheritance of skill and the result of the creativity. Tasikmalaya Kawalu community still retains its values. When they work, when they express themselves into suata the work of creating a characteristic that is an indirectly has established himself in the work. Should the effort and socialization metivasi for retaining their identity. Things that we observe when visiting and socializing there is a lack of young people who continue specializations. The younger generation tends to switch to jobs more instant. Kawalu society with patterns and habits to be able to compete with global markets and persistence characteristic can they love as one of the main segmentation potential to be developed further. The training was developed several methods are easy to apply daily, as well as our efforts in realizing this method is not experiencing difficulties due to the average of the community already has enough skill provision in the training process. Thus, in the end we were trying to motivate them in some aspects from competitive strategy, strategy create forms, strategies made to the product structure. In the end, hopefully this study will be more helpful to any community where the craftsmen in order to further develop and more confident with the valuable expertise they have.

Keywords: *Creativity, Culture, The Artisans, Kelom Geulis Tasikmalaya.*

1. INTRODUCTION

Each region must have cultural roots that inherited termurun to people who are nearby. The cultural character form a distinctive, either in the form of individual skill as well as images depicting the region's identity. One of the identity of a region are disposable objects that they designed, either the application of visual objects that enter into every detail parts of objects that they use, atapun to the environment where they live. Visual patterns adapted to economic conditions, social status, and natural resources around it.

Traditional societies are generally produced a disposable object adapts to the environmental conditions around it. For example, they made brooms from the sticks, made of woven bamboo rice cookers, tools for saving catches of bamboo, as well as building a house of materials that they can surrounding environment.

The design on this modern era has the perception of a very broad sense, and every sense have a pattern the same sense, namely how to design a product that is useful for human life that is around without changing habitual patterns of society that is around, but every work that we designed to adapt to the social values and cultural community.

One of the case studies in the training of this design process is a community of The Artisans Kelom Geulis Tasikmalaya region. Craftsmen or artisans is a picture of a creativity designer who went to the field. Without the provision of education, without domination and konsepi were given a lecture on the benches to produce a work that is inherited.

Figure 1 craftsmen Kelom Geulis Kampung Gobras
Source: Documentation Asep sufyan, 2015

Industry competition is increasingly stringent need for a strategy and training to existing designs can evolve. Not only as followers but as one of the craftsmen are the first step to be able to create a solution would love for the things that we call design.

2. THEORETICAL BACKGROUND

The method used in this training process is using Differentiation. Differentiation is a method of differentiating in order to anticipate this product is a unique product that can be deployed to market with consumer categorization based on the results of the analysis of the products that have been personalized.

The first strategy begins when training to craftsmen community is to do the activity grouping and the grouping of the product is then divided into three categories, namely:
1.   The products are based on the desire of the designer (idealistic)
2.   Products that prioritizes the needs of the use (User Oriented)
3.   Products of profitability (profit oriented)

Differentiation is a method to create a unique position in the minds of the users. in creating a unique and valuable position, involving a set of activities that need to be different and the selection of some of these attributes in the development process of differentiation.

By discovering the value model. The strategy is to make the entire list of products and services that affect consumers' perceptions of the target market of the value.
1.   Product Differentiation Product differentiation is an activity to modify the product in order to become more attractive. This differentiation requires considerable market research seriously because to be completely different, requires knowledge of a competitor's product. This product differentiation is usually only change a little character products, including packaging and promotional theme without changing the physical specifications of the product, although it is allowed. Product differentiation can be made on the form (shape) such as size, shape and physical form other than the products, features (pattern) by varying the basic functions of products, the performance (performance), durability (resistance), reliability (reliability), style (Mode) and design (design).
2.   Services Product Differentiation is not always easy to differentiate the company addressing the need to add value and improve quality of service. High creativity harmonize the elements of the marketing mix: product, place, price, promotion, people, packaging, programming patnership so the quality of service perceived by the consumer exceeds expectations, differentiation services can be performed on a delivery that is how your products and services to consumers (Kotler, 2003). This includes speed and accuracy. Instalation that is how a product is installed properly in place consumer. Customer training and consulting customers is how companies provide guidance and listen to complaints from consumers.
3.   Personal differentiation personal differentiation is differentiation through personal excellence. This can be done by improving the competence of employees through increased knowledge, courtesy or hospitality, courtesy and friendly, credibility yaiu trustworthy and honest and responsiveness that is responsive face pelanggan.4. Differentiation Image (Image) Image or identical to the image attributes and is a characteristic, special or distinctive of a

person's appearance or objects (Zyman, S, 2000, in Sukawati, 2003). Differentiation is the image of the right mix of imaging elements, which create the image of a brand. Imaging process should build, maximize, utilize, and mengekploitasikan strengths and weaknesses of each element to ensure that the brand image it has well prospects continuously.

3. THE RESEARCH METHOD

Karl T. Ulrich (2001) in his design and product development, THAT to win the competition with competitors' products, the product requires more value compared to competitors. The products offered may have more value (differentiation) on the following matters:

1. Form, products are differentiated by size, shape, or other physical structure, which will be better able to meet the needs of consumers with different needs compared to products that only have one size of packaging. For example: jewelry products in domestic and foreign products have several size categories Sambal Sauce or Soy products that have a variety of sizes, from small (sachet), bottled medium and large bottles.
2. Features, Products can be offered with a variety of features that complement the basic functions. For example: mobile products promote 3G features and Touchscreen or the Internet. All that complement the basic functions of the phone is a communication tool.
3. Performance Quality, is the level of operation of the main characteristics of a product. For example: a web browser that enables faster Internet access will certainly have advantages over other web browsers.
4. Conformance Quality, is a level of similarity and the ability of these units to achieve the specifications of products offered. For example: a motor of the same type should have the same ability, when motor that one could reach 120 km / h in 40 seconds, while the other motor (of the same type) it needs 70 seconds to reach a speed of 120 km / h, then the product they do not have a good conformance.
5. Durability, is the age (operating life) products. For example: electronic products can have an edge with a longer operating life.
6. Reliability, is a reliable product that has a small possibility for broken / not working (fail / malfunctioned).
7. Repairability, the ease to repair the product when the product is damaged or not functioning.

Karl T. Ulrich (2001: 6), for some people fairly danced product development efforts because it has its own challenges. For some other attributes that are thought to contribute to the attractiveness of product development are:

1. Create Factor: The product development process begins with the collection of ideas and ends with producing the physical form of the product. When both of these activities is deemed as an individual activity, it is conceivable that the product development process truly is an attempt creative.
2. Satisfaction community and individual needs: All products aiming to satisfy the needs of a number of ways. Individuals who are interested in the product development efforts can establish institutional arrangements where they can obtain a satisfactory product by considering the needs that are considered important.
3. The diversity of your team members successful product development requires a lot of expertise and different talents. Therefore the product development team consists of many people with diverse skills, observation, viewpoints, and personalities.
4. Team spirit: product development team is a group of highly motivated and able to work together. Team members can be collected in a special place so that they can concentrate on product creation. This situation can produce a situation of friendship between the team members.

4. RESULT AND DISCUSSION

4.1 Activity 1

Begins with preparing the space, equipment sharing images. realized achievement in the activity of these activities include:

1. Generally, the craftsmen already have good drawing skills when applying pattern image appears on the material to be processed into a product.
2. Sketch obtained from several references they found out from other products.
3. Still using the old ways and strategies in the drawing.
4. When they are in demand for their innovation difficult to make the picture, they tend to play with exploration colors, and motifs that are already there
5. Otherwise successful first activity carried out because the individual skill of the craftsmen have been trained. the results of the interview one of the artisans, that they had inherited the ability to draw by his parents started from a good way sculpt, whittle wood, as well as sensitivity to train the craftsmen of the needs of the proportion of the same field.
6. Students in the training process required to be able to deliver the scientific understanding of the scope of the product design to the craftsmen as well as what opportunities are there, if any craftsman whose expertise such expensive.

Figure 2 The socialization 2nd day
Source: Documentation Asep Sufyan, 2015

After that activity done by providing some kind of quiz to the craftsmen to start modify forms that already exist and they usually face in terms of visuals. and continued the next day to do the evaluation.

4.2 Activity 2

This activity took place on 13-14 June 2015, both activities are conducted twice meetings. the purpose of this activity, focus on how each craftsman can understand some of the lockdown or jointing system in the timber industry. This system is more to factors related to the construction of forms. These activities focus on limitation material of any wooden beams that have been established standards there. This activity rather to how the effectiveness of limited material capable of producing a product that is without limit. Jonting timber has the objective to facilitate the craftsmen in the installation of the product, product durability, and operational flexibility in the workplace.
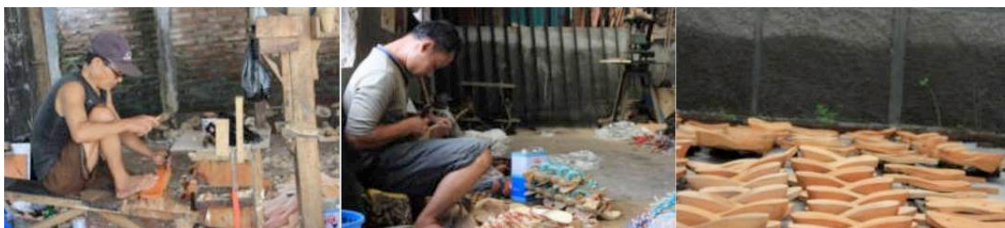

Figure 3 Activities The craftsmen when the Formation of Sol Kelom
Source: Documentation Asep Sufyan, 2015

Figure 4 the process of condensation before Finishing
Source: Documentation Asep Sufyan, 2015

The purpose of the above process is that the existing water content in the wood meterial can go all out, so the quality of finishing at the time of painting can obtain perfect results.

Figure 5 Activities The perforation sol
Source: Documentation Asep Sufyan, 2015

The purpose of this activity, trained and equip the craftsmen of the understanding of construction techniques on the soles so that the effectiveness of the product when combined with other materials to be sturdy and not easily separated.

Figure 6 Activities The process Pressing
Source: Documentation Asep Sufyan, 2015

This activity, an innovation of the previous meeting, in order to take advantage of existing product waste to be processed again into disposable products. forming remnants pieces into sheets of wood that will be developed into a design clogs back.

Figure 7 Activities The craftsmen when the Formation of Sol Kelom
Source: Documentation Asep Sufyan, 2015

4.3 Activity 3

The activity 3 is final more on understanding the latest of which is more to the understanding of the strategy and scope of product design in general in the creative industries. The objective of this introduction is to every. So every craftsman and entrepreneurs that exist around the neighborhood, will be able to explore its activity to berkembangan and create an innovation in the field according to their expertise.

Figure 8 Socialization Product Development Strategy
Source: Documentation Asep Sufyan, 2015

5. CONCLUSION

Educational background, economic status, and limited time owned by the craftsmen have not been focused on product development. Human resources are there still very low, in fact tends to be reduced so that, should the effort of others to further motivate the craftsmen are to be in love to the profession, and the passion in doing every aspect of its work.

The points gained in developing strategies diferensi on case studies include:
1. Understanding Form, an absolute comprehension that has been held every craftsman in the process of creativity.
2. Understanding Feature, the craftsman is not very focused, they tend to aspects of the material aspect with all its limitations.
3. Understanding performent quality, craftsmen understanding of the learning process, how they treat the material. They do not depend on the amount they make. they are more likely to wait, when the material and the product was rated feasible to produce.
4. Understanding Durability, every craftsman with older age have understanding and more skilled.
5. Understanding Reliability, the craftsmen have little understanding of the possibilities for broken / not working.
6. Understanding Repairability, any product that has been made has been considered regarding the ease to repair the product when the product is damaged or not functioning.

ACKNOWLEDGEMENTS

In connection with the above conclusions, the authors put forward some suggestions include:
1. The programs that we have implemented in the village Gobras Tasikmalaya district should be maintained and forwarded.
2. It is expected that the District government personnel can provide counseling and information to craftsmen clogs Geulis about the importance of deliberation and consensus and menjagga and improve social harmony so as to form a community that really could overshadow the activities and aspirations of the craftsmen Geulis clogs.
3. It is expected that the Government apparatus for data to pay more attention to development issues both in terms of general development as well as development in allocation of training places to run optimally.

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