

ABSTRAK

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Aplikasi *Human-Centered Design* di dalam Ciri Khas Desain Studio Talk. Studi Kasus: Proyek *Residential Bandung* dan *BI Residence*.

(xv + 180 halaman: 51 gambar; 14 bagan; 1 tabel; 1 lampiran)

Studio Talk merupakan perusahaan konsultan arsitek dan interior yang berlokasi di Jakarta Selatan, dan telah berdiri dari tahun 2016. Visi Studio Talk adalah untuk memberikan keyakinan bahwa proyek yang terbaik lahir dari dialog dan penggabungan ide antara klien dan desainer untuk mencari solusi terbaik di dalam setiap proyek. Dalam menjalankan magang, penulis terlibat dalam beberapa proyek residential dan penulis dapat melihat ciri khas Studio Talk dalam proses mendesain walaupun konsep dan hasil desain yang dihasilkan berbeda-beda. Dari hasil wawancara dengan salah satu *principal*, ternyata dalam mendesain, Studio Talk memegang empat *value* atau nilai etos yang membedakan Studio Talk dari studio lainnya. *Value* ini juga yang menjadi “benang merah” dimana walaupun konsep setiap proyek berbeda, tetap ada “Studio Talk” di dalamnya. Keempatnya adalah *intrinsic humanistic core, using grounded parameters, inside out tendencies, dan materiality as a tool to reflect the user’s belief*. Keempat nilai ini kemudian akan diuji dengan teori *human-centered design*; yaitu teori *design thinking* milik *Brown* untuk mengetahui bagaimana aplikasi *human-centered design* diterapkan di dalam ciri khas desain Studio Talk. Untuk mencapai tujuan penelitian tersebut, penulis menggunakan metode kualitatif dimana ada perbandingan data dari kedua studi kasus residential milik Studio Talk, yaitu Bandung dan *BI Residence*. Penulis juga menggunakan observasi lapangan, *fieldnote*, dan juga wawancara secara formal maupun informal dengan *principal* dan pekerja Studio Talk.

Referensi : 14 (1992-2020)

Kata Kunci : Studio Talk, *Human Centered Design*, *Design Thinking*, Ciri Khas, *Residential*.

ABSTRACT

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The Application of Human-Centered Design in Studio Talk's Design Values
(xv + 180 pages: 51 images; 14 diagrams; 1 table; 1 attachment)

Studio Talk is an architectural and interior consultant company located in South Jakarta, and has been established since 2016. Studio Talk's vision is to provide confidence that the best projects are born from dialogue and the combination of ideas between clients and designers to find the best solution in every project. While carrying out the internship, the author is involved in several residential projects and the author can see the same values that Studio Talk hold during the design process even though the concepts and design results are different. From an interview with one of the principals, it turns out that in designing, Studio Talk holds four values or ethos that distinguish Studio Talk from other studios. This value becomes the connection where even though the concept of each project is different, there is still "studio talk" in it. The four values are: intrinsic humanistic core, using grounded parameters, inside out tendencies, and materiality as a tool to reflect the user's belief. These four values will then be tested with the theory of human-centered design; Brown's theory of design thinking to find out how the application of human-centered design is applied in the design values of Studio Talk. To achieve the research objectives, the authors use a qualitative method where there is a comparison of data from the two residential case studies in Studio Talk, namely Bandung and BI Residence. The author also uses field observations, field notes, and also formal and informal interviews with the principal and workers of Studio Talk.

Reference : 14 (1992-2020)

Keywords : Studio Talk, Human Centered Design, Design Thinking, Design Values, Residential.