

## ABSTRAK

Angela Narissa (01025190011)

### **PERANCANGAN KOLEKSI PERSONAL WADAH MINUM JAMU BERBAHAN KERAMIK DENGAN INSPIRASI KEBUDAYAAN JAMU GENDONG SEBAGAI ELEMEN DESAIN**

(xxi + 113 halaman: 48 gambar; 30 tabel; 6 lampiran)

Kemudahan pertukaran informasi dan budaya berkat perkembangan teknologi telah menghasilkan pilihan hiburan yang luas bagi populasi dunia. Tren yang cepat berubah diikuti kebiasaan masyarakat yang mudah mengkritik budaya lokal dan memuji budaya luar berujung menciptakan bias pada opini generasi muda di Indonesia. Sikap bias dapat ditemukan salah satunya melalui stigma masyarakat modern terkait budaya minum jamu. Jamu adalah ramuan herbal tradisional Indonesia yang sarat akan makna dan manfaat, terutama bagi kesehatan. Namun, kini jamu sering dianggap sebagai minuman yang “kuno”, “pahit”, “tidak higienis”, dan “tidak efektif”. Oleh karena kesenjangan makna yang ada, diperlukan upaya edukasi dan perancangan koleksi produk yang lebih dari sekadar barang fungsional, melainkan menawarkan pengalaman minum jamu yang bersifat utuh. Perolehan data secara kualitatif dilakukan melalui proses observasi serta wawancara bersama pelaku jamu *modern* dan tradisional, pemasok bahan baku jamu, serta lima konsumen jamu *modern*. Data-data literatur dan kualitatif selanjutnya diolah untuk memperoleh kriteria, konsep, dan elemen desain melalui pendekatan IMO/ *Inner, Middle, Outer*. Hasil perancangan menunjukkan ketertarikan calon konsumen terhadap inovasi produk berbahan keramik. Selain itu, kenyamanan dan kepraktisan produk dinilai memiliki peluang untuk ditingkatkan.

Kata Kunci: keramik, kriya, atribut minum jamu, desain produk, *product experience*

Referensi: 12 (2001-2020).

## **ABSTRACT**

Angela Narissa (01025190011)

### ***DESIGNING PERSONAL COLLECTIONS OF CERAMIC JAMU DRINKING WARES WITH JAMU GENDONG CULTURE AS DESIGN ELEMENTS***

*(xxi + 113 pages; 48 pictures; 30 tables; 6 attachments)*

*The ease of information and culture exchange due to technological developments has provided a vast choice of entertainment for the world's population. The fast-changing trend followed by the habits of society who easily criticize local culture and praise foreign cultures has led to bias towards the younger generation's opinion in Indonesia. Biased attitudes can be found, one of which is through the stigma of modern society related to the culture of drinking jamu. Jamu is a traditional Indonesian herbal concoction that is loaded by meaning and benefits, especially for one's health. However, jamu nowadays is often regarded as an "old", "bitter", "unhygienic" and "ineffective" drink. Because of the gap existed, appears the need to make educational efforts and design a product collection that are more than just functional items, instead offer a complete jamu drinking experience. Qualitative data was carried out through observations and interviews with modern and traditional herbal medicine practitioners, herbal medicine raw material suppliers, and five modern herbal medicine consumers. Literature and qualitative data are then processed to obtain criteria, concepts, and design elements through the IMO/Inner, Middle, Outer approach. Results of user review show potential consumers' interest in product innovations made from ceramics. In addition, the convenience and practicality of the product are considered to have rooms to be filled out.*

*Keywords: ceramic, craft, jamu drinking wares, product design, product experience*

*References: 12 (2001-2020).*