

ABSTRACT

BACK FLOW INCENSE HOLDER INSPIRED BY KOREAN AND INDONESIAN

Purpose of research is designing the concept strategy and visual rebranding of the Ancient Ceramics as back flow incense holder inspired by Korean and Indonesian. By employing the design thinking process, the authors aimed to create a unique backflow incense holder that embodies the rich cultural influences of both Korean and Indonesian traditions, resulting in a distinctive product with a strong identity. The following section introduces the Stanford Design Thinking technique to explore how traditional crafts could grow in the future using Norman's Design Science methodology. This research investigates the characteristics and developments of design development as a new scientific, creative and multidisciplinary subject through a literature review. We can only adopt better research techniques for the productive study of the sustainable development of traditional handicrafts by accurately identifying their characteristics and features. The maintenance and invention of craft provides the essential practical and theoretical underpinning for the methodology of design research. The evolution of design is inextricably linked to craft. The importance of scientific methods and tools in enabling the development of traditional crafts is explored as we identify and discuss the links between science, humanities, design and crafts, and the implications and expectations for the future value of traditional crafts in Indonesia. Design is found in rationality and sensitivity.

Keyword : *Back Flow, Ancient Ceramics, Standford Design.*