

ABSTRAK

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PRINSIP MENDESAIN PADA ELLYANA TSE STUDIO (xii + 138: 80 gambar; 4 tabel; 2 lampiran)

Idealisme seseorang desainer tidak menjamin kepuasan yang sama pada orang lain, namun dasar pertimbangan atas idealisme tersebut akan membedakan prinsip mendesain setiap perusahaan desain. Terlepas dari manajemen kerja dan tahapan mendesain yang cukup fleksibel, kebebasan mendesain desainer – desainer pada ET Studio tetap terikat oleh persetujuan *principal*. Adalah menarik bagi penulis untuk memahami prinsip desain ET Studio dalam ranah efektivitas desain melalui identifikasi pertimbangan – pertimbangan *principal* di setiap tahapan desain. Metodologi yang digunakan yaitu Interpretatif, Etnografi, dengan pengamatan dan wawancara pada informan anggota ET Studio selama 10 bulan. Analisis dilakukan menggunakan teori prinsip mendesain Dodsworth (2015), Lawson (2006), dan Mahmoud (2022) terhadap data dari dua studi kasus proyek, yaitu proyek *dwelling* Bob dan proyek *retail* Tokyo1 Karawaci. Dengan temuan – temuan yang ada, disimpulkan tiga prinsip utama ET Studio yaitu prinsip optimasi estetika, prinsip optimasi fungsi, dan prinsip optimasi respon. Ketiga optimasi tersebut dapat digunakan kantor desain interior lain untuk menjadi panduan untuk mencapai desain “baik” tersebut, walau dengan bobot struktur yang berbeda pada setiap kantornya. Hal tersebut sebagai hasil konsensus antara *principal*, kontraktor, dan *client*.

Referensi : 12 (1980-2022).

Kata Kunci : Ellyana Tse, *Principal*, Prinsip Mendesain, Tahapan Mendesain, Desain Interior

ABSTRACT

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PRINCIPLES OF DESIGNING AT ELLYANA TSE STUDIO (xii + 138 pages: 80 images; 4 tables; 2 attachment)

The idealism of a designer does not guarantee the same amount of satisfaction of another people, but the basis of the consideration of these ideals will distinguish the design principles of each design company. Apart from the flexible work management and design stages, the freedom of designing of the designers at ET Studio is bound by the principal's approval. It is interesting for the author to understand the design principles of ET Studio in terms of design effectiveness by identifying principal considerations at each design stage. The methodology used in this research is interpretive, ethnographic, with observations and interviews with ET Studio member as informants for 10 months. The analysis was carried out using the theory of design principles Dodsworth (2015) and Mahmoud (2022) based on datas from two project as case studies, namely the Dwelling Project Bob and the retail project Tokyo1 Karawaci. With the existing findings, it is concluded that the three main designing principles of ET Studio are the principle of aesthetic optimization, the principle of function optimization, and the principle of response optimization. These three optimizations can be used by other interior design offices as a guide for achieving the "good" design, although with different weight criteria in each office. Those are the result a consensus between the principal, contractor, and client.

Reference : 12 (1980-2022).

Keywords : Ellyana Tse, Principal, Principles of Designing, Stages of Designing, Interior Design