

Conference Paper

Tourism Souvenir Ceramics Craft Creation: Design Inspiration of Malang Local Artefact Culture

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Crafts should be developed as part of the tourism sector, because when this pandemic ends, the tourism sector will need to rise up and be ready to answer the challenge. The tourism industry should be supported by souvenir crafts, but the products lack the design variance that is reflected in the local cultural character. This research aimed to develop designs based on local culture. The methods included studying local culture, formulating local culture concepts as Malang souvenir ceramic creation ideas, doing creative shape exploration and technique exploration, creating art and product prototypes, testing and validating the product diversification in terms of concept and prototype, and lastly, improving the product and analyzing the creative results.

Keywords: Malang souvenir ceramics, design diversification

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1. Introduction

Malang, which is well known as a tourism city also experienced the same. Its tourism sector fell down greatly. Corona pandemic caused a bitter condition in Greater Malang region. The city applied large scale social distancing which effected many sectors [1]. This condition paralyzed tourism activity and reduced visitors. It's also affected tourism souvenir industry which depend their income from tourist visits. However, as tourism subject and creative industry subject, crafters should develop strong optimism regarding this condition and lead forward to wake this tourism sector. That's why tourism development should be strengthened, empowered, and kept competitive facing this pandemic. One of efforts we can do is by empowering craft industry subjects. It's a part of tourism development to face the challenge [2]. Craft design development which was done along this pandemic should be done by product design diversification through various shape, technique and size. Based on researcher's observation, souvenir

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craft product result in Greater Malang haven't shown any specific 'Malang' characters, which made it less interesting. It effected tourists interest which demanded unique and strong-character souvenir products. Tourists in Greater Malang tourism regions demand a souvenir as reminiscence which they could tell some stories about it when returned to their home. That's why, diversification of souvenir craft product designs are highly needed. Greater Malang local crafters need to dig more design creation idea with ceramic media [3].

Researcher emphasized on the fact where many souvenir products are non-ceramic, since actually Malang is one of the largest ceramic craft center. This city has various ceramic craft center in various places, such as in Dinoyo and its close areas. This craft ceeter plays important role to develop creative economic development based on ceramic souvenir craft. It's a pity that many craftsman in Malang lack of technical skills in developing ceramic crafts through various product design with Malang culture character. In this research, researcher already did ceramic souvenir product design diversification based on local culture as design creation idea. In this development, surely there are some problems to be solved by researcher to reach expected targets. It includes, design concept formulation, design creative creation process, creating design and embodying a Malang ceramic product design, which based on local culture, validating and testing, followed by reproduction. Last step will be improving and analyzing product design creative result [4].

2. Methods

To produce souvenir ceramic craft product based on local culture as creation idea, it's important to apply the correct method to solve problems in embodying Malang typical ceramic product design. The product are tourism souvenir with local culture base. To solve this problem, researcher uses creative research. It consists: (a) Formulating tourism souvenir ceramic design concept based on local culture; (b) creative process create concept result in form of design images based on selected local culture study, by assigning masks of Malang as creation idea; Shape exploration is done by creating some alternative sketches, which then selected to be developed into design, technical exploration with media and technique experiments, continued with ceramic shaping process or reproduction; (c) testing and validating creation process involving product user candidates and product creator from "Keramik Dinoyo" of Malang; (d) Improving and analyzing creative process result to be developed by industry subjects in Malang region.

3. Discussion and Results

3.1. Malang Tourism Souvenir Ceramic Art Creation Process.

All creative idea needs expression media which is creation media [5]. So that in this ceramic souvenir artwork, a good idea is needed to develop the ceramic design. Development is done through various phases in establish it. Souvenir ceramic design product produced needs its creative process. To make it into real ceramic souvenir artwork. Ceramic souvenir design sourced from local culture, in its development has gone through creative journey, which is by creative concept formulation. Formulating creative concept formulation to be embodied. There are also several phases as part of this creative concept research [6]. This creative process can be elaborated thoroughly, including brainstorming, local culture data collection, selecting local culture which is potential for design idea dot be formulated as design idea. After formulated, concept need to be applied to artwork product prototype. In order to apply it into artwork, it needs technique and exploration of artwork shape [7]. Technique exploration is a creator way to explore various possibilities in artwork creation which can be applied in producing design image and result reffered to the concept when it's applied in ceramic artwork potential. This technique exploration is done by doing various tool experiment, material experiment, also application experiment, how to produce and shaping reffered design image produced and selected [8]. This technique can be done whether manually, by machine, or combining both of them which is reffered to technique exploration result. Technique exploration which has been done by researcher is a combination of manual and marginal technique. Manual technique is done to produce artwork model, design model, prototype of souvenir ceramic artwork, also technique in creating decoration elements in such design. Manual technique is aimed to create model, also refer to design principle aspects and art principles. While machine technique is used to prepare material management, which is plastic clay, processed by machine technique which made it possible to be shaped with direct pinching. This process prepared clay to be ceramic souvenir material by using stoneware and earthenware type clay which collected from Eastern Malang, to be precise, from Bantur and Sumberpucung.

Shape exploration is a form of creative research in searching possibilities for artwork. This exploration is done to reproduce and market after the artwork finished. It can be done by creating various alternative sketch design images. Shape exploration is done to plan souvenir artwork shape reffered to design concept which is inspired from Malang local culture. This alternative sketch is made manually or digitally. Manually is done by creating various artwork in form of alternative sketches [10]. Whether front face design,

side perspective, or specific details of ceramic souvenir artwork, creation of sketches referred to local culture theme then selected as creation idea. It also considered function, size, and style aspects, also uniqueness of this artwork. It needs to be aware that a ceramic souvenir design needs to calculate uniqueness aspect which reflected region, complexity, and reproduction technique, easy to be packed, also affordable for tourists [11]. In this creative process, aspects referred to above issues become important consideration which have to be done by creator, especially in creating shape or function of ceramic souvenir artwork. Uniqueness is related with working technique and bigger image about theme which will be reflected in the artwork. Uniqueness referred to artwork shape which describing specific theme is selected and used as idea source. For example, when the artwork specifically depicted Ken Dedes statue, special character of the statue should be considered as visual appearance. Padma flower, crown shape, hands gesture, ornaments attached or other accessories in this statue. It should be main consideration in designing the artwork. In price aspect or customer's affordability, it should be considered to place not too expensive price, but providing strong quality or uniqueness as souvenir.

3.2. Shaping process and artwork result

This ceramic souvenir shaping process used two technique, which are press print reproduction technique and cast print reproduction. Reproduction process is selected from those two technique by considering that they are possible to produce a ceramic souvenir with affordable price [12]. Reproduction technique with press print and manual technique use cast from gypsum. Cast print technique is reproducing ceramic souvenir with determined shape. In order to make design easier to be reproduced into model, it is continued with mold creation process. Mold process referred to determined model is done to make many amount souvenir ceramic artwork. With this mold, we can make massive amount of products [13].

This technique needs to prepare model mold before it's well done, which means its shape is perfect, then it's poured into mold. The model result then will be dry and hard. After this process, it can be used to reproduce. Print cast reproduction process is combining two hard mold, filled with liquid clay. The clay then will be hardened in mold's wall, and can be used as artwork. When it's already hard, the clay will be ready for firing process. When the model is considered perfect, it would be continued with pouring process. The hardened clay, then can be used to reproduce the artwork. Dried gypsum then can be pressed by using plastic clay in model potential. When it's pressed inside

gypsum mold, it will create artwork as model inside the gypsum. The result produced by this press print will be thicker since the process using hand-pinching. It will create different thickness in the wall. That's why, to create better result, attention to details is needed. After reproduction process is done, the artwork will be going through firing process. This will be done using gas stove. Firing tools can be upside down stove or open tub stove. Before firing process begin, artwork needs to be in dry condition.



Figure 1: Souvenir ceramic creation model which describing Ken Dedes statue

Ceramic artwork developed from local culture has produced various shapes and practical function variances, including tourism souvenir accessories referred to design aspect consideration, which are aesthetic principles and functional principles. In this aspect design, factors considered in its product design are complexity, practicality, and beauty. Beauty of an artwork laid in its uniqueness by considering balance aspect, contrast aspect, and other consideration factor in design principles [14], [15]. As example, figurative ceramic creation which idea came from Ken Dedes statue, made by researcher, shows that in order to create unique artwork which depict local image and character, the researcher paid attention to visual character of Ken Dedes statue. For example, Padma flower attribute, which will bloom in left shoulder. In this creation, researcher tried to simplify some ornament elements and reduce lower body parts such as legs, Padma flower base, and back rest of the statue. However, this visual appearance impression is still strong, showing this artwork inspired from Ken Dedes statue.

4. Conclusion

This creative research has produced various ceramics arts, especially tourism souvenir which idea comes from Indonesia's local culture. Basic idea for this creation comes from lack of ceramic-based tourism souvenir products in tourism objects around Greater

Malang, also lack of local culture as creation idea. Tourists need souvenir products which can be used as memorabilia which reminded them about good memory when visiting Malang. Based on that facts, researcher did creative research to design such products. Research was done from local culture idea collection phase, then formulating design concept referred to local culture. Next activity is exploration of various artwork designs. This journeys brought researcher to create artwork alternative sketches, which then embodied into artwork. Before creating artwork, researcher prepared local clays material as media. Then making models and mold from gypsum. In the final phase, researcher reproduced the artwork with press casting and combined it with manual shaping technique. After the artwork dried, it's burned in stove. Researcher here use backfire technique to fire the artwork. In final phase, researcher analyze the creation to comprehend creation aspects produced.

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