

Reconstruction of Furniture Production as Potential and Reputable Intellectual Property Rights (IPR) Creative Design Model

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Seiring dengan perkembangan ilmu pengetahuan, teknologi, seni dan budaya yang marak dewasa ini, melalui lembaga penelitian dari tingkat pusat sampai ketinggian daerah, pemerintah semakin serius menggalakan peningkatan dan perlindungan terhadap produk intelektual anak bangsa. Salah satu contoh di antaranya adalah perlindungan terhadap hak kekayaan intelektual dari perilaku plagiarisme yang tidak bertanggung jawab. Hal ini tiada lain bahwa, bentuk, proses, maupun *invention steps* dari para pelaku kreatif desain mebel yang ada di masyarakat maupun di lingkungan akademik memiliki potensi dan peluang untuk didaftarkan sebagai *Intellectual Properties* (IP) atau Hak Kekayaan Intelektual (HKI). Selain bertujuan mendongkrak prestasi lembaga maupun Negara dalam perolehan HKI di kancah Internasional, juga pada nilai tambah dapat dikembangkan ke arah peningkatan ekonomi. Penelitian desain produk mebel telah banyak dilakukan orang dengan berbagai objek dan kasusnya, tetapi keragaman karakter dan proses kreatif yang ada belum banyak didefinisikan dengan baik untuk memperkaya model proses kreatif desain. Penelitian ini bertujuan untuk mengidentifikasi, mengklasifikasi dan merumuskan model proses kreatif desain mebel yang berpotensi dan bereputasi HKI dengan metode PAR. Hasil penelitian ini berupa (1) prototype produk desain mebel, (2) model proses kreatif dan metode proses perancangan desain mebel dengan konsep atau tema tertentu; (3) Pendaftaran HKI; (4) Naskah Ilmiah.

Kata kunci: Proses kreatif, Desain Mebel, Potensi HKI

Along with recent rapid development of science, technology, art and culture, through research institutions from the central to the local level, the government seriously activates enhancement and protection of the intellectual products of the nation. Such as protection of intellectual property rights against irresponsible plagiarism. This is due to that the appearance, process, or invention steps of the creative furniture designer in the society or in the academic environment have the potential and the opportunity to be registered as Intellectual Properties (IP) or gain Intellectual Property Rights (IPR). Besides aiming to lift up the state or institutions achievement and attainment of intellectual property rights internationally, the added value also can be developed in the direction of economic upgrade. Research on furniture products designs have been numerously carried out with various objects and cases, yet the diversity of the subject character and creative processes still have not well defined so they enrich the model of creative process design. This study aims to identify, classify and formulate a potential furniture design model of creative process and IPR standard, through methods PAR. The results of this study are (1) prototype of furniture design products, (2) the creative process model and the construction methods process of furniture design with a concept or a specific theme; (3) Registration of IPR; (4) Scientific manuscript.

Keywords: Creative Process, Furniture Design, Potential IPR

INTRODUCTION

Designing handicrafts works or designs has been conducted by many designer and local handcrafters. In a larger scale, this potential based on creative industry is surely beneficiary to support knowledge development, technology and national culture. In the world of art and design, this potential can be empowered and developed as a prospective social economy sustainer to the community. For example, craftsmen group that is in the area outside of the city far from the reach of interference and benefit of art and design, technology and marketing management. Because of that, those craftsmen with only self educated processes hereditary knowledge and skills passed by their parents, need interference from supporting partners for the empowerment and development.

Interference from the academic parties such as art, handicraft and design college students and lecturers has been numerous and variously conducted initially. In the form of countless researches and college students society services that involve partnership with home industry craftsmen in some regions that focuses on the study of: Creative Process, Design Methodology, Design Concept and Design Esthetics.

Along with information technology development, which is unavoidable, certainly affect on the pressure of need that equivalent with the demand of the era facilities. The competition in the globalization era of knowledge or business motivates and sparks further researchers achievement. However, the achievements are not easily gained without enthusiasm and hard working. Then; (1) How is the researchers attitude and action towards the home industry activity phenomenon that are so various and rich in potential to be developed? (2) What strength and value that can be revealed from the potential of the furniture activity production?; (3) What real step and action can be given in order to give benefit to the researchers, craftsmen, art education, handicraft and design world? These questions formulated with the purpose to: a) identify and reconstruct design concept that occur in furniture production process of home industry in some craftsmen types and partners; b) to formulate design concept and IPR, as one of attempts in protecting creative creations; 3) donating concept and creative process model appropriate with good and proper design methodology that has esthetics

value, economic and educational. Thus, it will be beneficial to education/academic or even industrial world/ economic/ creative industry of handcraft art and design.

METHOD

Referring to table 01 attached, this research method in focused on craftsmen as an individual actor and social with practical perspective point (1), (3) and (4) within the scope study of technical and practical science occurs in home industrial furniture of Pangandaran and its surroundings. ECO-CRAFT approach: creative thinking skill, ecological and Resources become “*guide line*” in identifying structure of local craftsmen’ creative process in the hope and achievement result oriented to IP or IPR reputation. While the measurement indicator and direction on the quality of furniture production employed function theory perspective (Victor Papanek, 1995) that covers; needs, functionality, association, Telesis, and esthetics.



Figure 01: Eco-Craft
(made by researcher, 2014)¹

DISCUSSION

Focus on craftsmen as individual and social actor with outlook into:

- Practical as an individual actor, human resource who works as a labor in the local furniture company (home industry company) in Pangandaran has various individual characteristics. This diversity is based on their psychology condition and their

¹ Adapted from http://images.google.co.id/imgres?imgurl=http://www.fun4biz.com/coach/images/creativity_cme-function_6x4.png&imgrefurl=http://indocashregister.com/tag/krisis-ekonomi/&usg

competence. Their competence is not absolutely dependent on formal education level at school. The craftsmen competence is strongly connected to individual characteristics psychologically or socially. It means the craftsmen who are socially flexible, open minded, honest and easy going can be easily develop their knowledge and competence. By identifying the competence based on the this practical as an individual actor, the researcher could investigate the capability of the craftsmen given assignment and the skill development of the craftsmen based on their capability.

- Practical as a conscious action that is formed by value, in the furniture production process requires sensitivity and awareness related to the functionality value aspect that is associated to the comfortableness purpose (*use* and *need*) and sight (artistic/aesthetics).

The characteristics of coconut shell both in its strength and artistic texture pattern can be applied into use and need for relaxing chair material. It means the linkage of function and artistic offer a new experience in the technical aspect of the shape and connection structure.

- Practical that is socially structured, formed by discourse and tradition, within the furniture production process requires sensitivity and awareness related to association and Telesis. In this case, the designer needs to be able to think of the need and the function of the furniture produced appropriate to its target market/users. The users consists of particular social association that is varied. The use and need value are also closely connected with tradition and habitual values that is wrapped in a particular culture within a particular social association. Those traditional activities and habits are the one called in Telesis aspect. For example, if this relaxing chair is located beside a swimming pool of a hotel, so the users are socially associated to the tourist who stay in the hotel with their needs on the tradition or habitual of recreation staying in a hotel to seek a quiet place for relaxation.

Referring to those above three practical competence, so considering socio-ecological, and Resources, craftsmen are given the skill to design with *mind-map* interrelated with the aspects succeeding it. Among others is the use of coconut shell that is available in the surrounding neighborhood as additional material

in the production of furniture. The consideration value are in the strength and artistic texture pattern that provide additional value of the furniture.

All of these design thinking concept can deliver a thematic furniture model that possesses criteria or element that accommodate functionality, demand, Telesis, and aesthetic aspect and integrate to the need of human life. Furniture product with a thematic concept has potential and opportunity to be registered as Intellectual property (IP) or Intellectual Property Rights (IPR). While the IP potential from this research is illustrated in table 02 attached.

CONCLUSION

According to regulation about creative industry in art technology and industry, these research outcomes through reconstruction creative process of furniture design can be identified and defined based on perspective about design practical. Science aspect and subsequent supporting elements that follow design model have a potential and IPR reputation. Briefly can be described in table 03 attached.

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Table 01: Participatory Research Method (PRM)
(Sorcoe: Norman K. Denzin & Y.S. Lincoln, 2000: 461)

Traditions in Practical Study			Science Constructing
Perspective	Focus	Practical Views	Interests
Objective	Individual	(1) Practical as individual subject	Techniques
	Social	(2) Practical as social subject, systematically structured	
Subjective	Individual	(3) Practical as a conscious action formed by values	Practical
	Social	(4) Socially structured Practical, formed by tradition and discourse	
Reflective/dialective views (subjective-objective) and (individual/Social)		(5) Practical as formed by human behavior and social actions, socially, historically and discursive.	Emancipators-Critical

Table 02 Intellectual Property opportunity in Coconut Shell Furniture Design

Intellectual Right	Industrial Design Rights	PATENT Rights
UU no.19 tahun 2002	UU no.31 tahun 2000	UU no.14 tahun 2001
Intellectual Right is exclusive right of the creator or the rights holder to announce or to multiply its creation or to give permit for it without reducing limitation according to the laws applied.	Industrial Design is a creation of form/ shape, configuration, or composition or stripes or color configuration or combination of both in tw dimension (2D) or three dimension (3D) and can be used to produce a product, item or commodity or handicrafts.	Patent is an exclusive right that is given by the country to investor because of its inventions in technology, by which during period of time/s conducting solely its invention or giving other party permit to conduct such invention.
By the characteristic of this research outcome, actually automatically it possesses Intellectual Rights even without registering to the related authority (Intellectual Rights Registration Institution). By conducting seminar dissemination or scientific Journal publication with posters or exhibition of research product thus it has obtained an Intellectual Rights.	Correspond to Intellectual Property Rights above and from those three IPR classification (Intellectual Rights, Industry Design, and Patent) this research product has relevantly opportunity and potential to get IPR in the Industri Design classification.	Correspond to IPR definition above, this research product can and have wide opportunity to gain IPR patent rights. Or more precisely, when this product will be produced massively. Research product qualification can be developed through addition and enhancement technology aspect besides the standard main and major functions of the product.

Table 03 Mapping Research Result

Finding aspects/ Achievement and Target	Knowledge Deepen	Knowledge Development	Knowledge Application
Motivation and Urgent	Thematic design concept	Material substance engineering and technique based on environment resources (Ecocraft)	Relaxing chair made of coconut shell and bark
Product Use (function)	Diversification of furniture product	Antique furniture	Antique and artistic relaxing chair.
Newness	Handcraft art: Furniture	Fashion-craft: antique and artistic relaxing chair	Relaxing chair structure and surface design
Functionality	Knowledge about the material	Technical characters exploration and aesthetic	Design and art creativity
Originality	Structure, technique and appearance	Character, appearance and production process of coconut shell	Coconut shell cutting shape and its arrangement
Packaging (product design)	Functionality	Ergonomics and artistic	Comfort
Business effects/ Economic impact	Handmade Furniture	Production Processing acceleration using electrical machinery	Productivity and work force improvement

Thematic Furniture Product Pictures



The waste from Coconut Tree (*sebetan/bahbir*) saw mill.



Thematic Design Product: Relaxing Chair



Surrounding area Natural Resources (Coconut Shell)

