

An Analysis of a Harmonization of Homo Ludens and Homo Faber for Academics as a Recommendation for Incubation Facility Design in a Staffs Room

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Abstract Humans work to meet their basic needs for living. In anthropology, there is a term Homo Faber, which means that humans work and refers to the human ability to control their destiny and what surrounds them. Individuals who are less able to adapt to the demands of work they receive, ultimately cause stress on themselves. Because in essence humans are also Homo Ludens which is referring to humans as players and play. An activity that is considered to cause pleasure and release stress. The need to harmonize individual activities as Homo Faber and Homo Ludens, and to support the needs of the incubation phase in creative processes for academics is the focused discussion in this study. Telkom University Product Design Lecturers are the informants of research in this paper. Case Study is the research methodology that is applied in this paper. Which this study is expected to produce a recommendation for the design of incubation facilities for Product Design Lecturers who are tailored to the needs and characteristics of the incubation activities carried out by the Lecturers. The purpose of this study is expected that could help the performance development in pace work of the Design Lecturers.

Keywords *Characteristic Analysis, Creative Process, Incubation Facility, Work Culture*

1. Introduction

Humans work to meet their needs, even though sometimes the work is not congenial with their interests, only because it requires income to get the most basic things. As in anthropology, there is the term Homo Faber which means that humans work and refer to the human ability to control their destiny and what surrounds them.

Promoting one's career, duties and responsibilities also increase. The work pace was initially felt to be complex and would be even harder. Individuals who are less able to adapt to the demands of their work pace, usually cause stress on themselves. Because in essence humans are also Homo Ludens who refer to humans as players and play. An activity that is considered to cause pleasure and release stress.

The harmony of individuals as Homo Faber and Homo Ludens is the focus of this research and the object of research is focused on Telkom University Product Design Lecturers. Which is also mentioned by Graham Wallas (1926), that a creative process has four stages of cognitive thinking and the second stage is the incubation phase that is the phase where attention is diverted for a moment to other things beyond the problem/work at hand. In other words,

the incubation phase is considered as a phase to free the mind for a moment from things that are tiring of the mind.

Characteristics and work culture Design lecturers although in structure have similarities with the characteristics and work culture in general office workers, but as creative people, the work environment, characteristics and work culture can sometimes not be applied to work systems that are too rigid. Creative people usually have unique characteristics when doing their jobs. They need a number of situations or environments that support to embrace imagination as they create the ideation of the creative process. Sometimes, the idea comes out in an unexpected situation, it can be in a relaxed situation or in a situation under pressure. So every creative people usually makes their own comfortable environment for their workspace, including Telkom University Product Design Lecturers who have been trying to create a comfortable working atmosphere for each individual. Only the atmosphere created is still limited to each individual scope and there are no facilities in the workspace that can accommodate the incubation needs of the Design Lecturer, both individually and most needed are in groups as cooperative media and collaboration in a relaxed but still working serious atmosphere.

What incubation facilities are suitable for the characteristics of the lecturer of the design, are the expectations of the results of this study. It needs to be emphasized on the balance of Homo Faber and Homo

Ludens and emphasizes the meaning that the incubation phase is only momentarily freeing the mind from the complexity of thought in the face of the complex tasks and responsibilities at hand. Facilities that can meet the needs of the incubation phase without disturbing the work ethic of each individual and organization in general.

2. Homo Faber and Homo Ludens

Humans work to be able to fulfill their most basic needs, but the purpose of working next is to have a career and improve living standards. The term Homo Faber is believed to be a concept that describes humans as workers whose ability to control their destiny and what surrounds them (Keekok, 1999). At work, humans measure their abilities based on work performance or things that have been generated from the work activities (Van Prooijen, 2004).

Humans are able to recognize who they are and other human beings around them through their work as inventors of life values for them (Keekok, 1999). The relationship between humans formed is seen as an old relationship to objects / objects because the relationship is not seen as a personal relationship (Tischner, 1994). The object here is interpreted as something that can be measured and controlled.

It is continuous with human understanding as Homo Ludens which means humans play or humans as players (Huizinga, 1944). Because even in the concept of Homo Ludens, if humans do not have jobs, then humans have no meaning. How humans can be called players if there is nothing he can play. In accordance with the concept of Homo Faber integrity, wholeness and self-recognition will be more transparent when the human is playing.

Understanding the game in its context is considered as a human activity that is not serious. In the end, the notion of playing is as if it were gradually covering all areas of life, which are certainly very broad and plural. In addition to being controlled by instincts and instincts, the human nature of the ludens is controlled by reason, autonomy, integrity and awareness (Kleden, 2015).

From the explanation it can be concluded, that the concepts of Homo Faber and Homo Ludens despite having opposite activities are working and playing. But it has quite a lot of similarities, namely as self-introduction, the meaning of each person's life, the introduction of the values of life and the surrounding environment.

3. Creative People at Work

The capability of art actually already possessed by human since they birth, design and creativity are something inherent within human cognition, those are some key part of what makes us human (Cross, 2011). Design is also an

everyday activity that we all do. We design our own rooms, we decide how to arrange things on shelves or in storage systems, we design our own appearance every morning, we plant, cultivate and maintain our gardens, we select food and prepare our meals, we plan our holidays. All these everyday domestic jobs can be seen as design tasks or at least design-like tasks. When we are at work we are still designing by planning our time, arranging the desktops of our computers, arranging rooms for meetings, and so we could go on. We may not aggrandize these humble tasks with the word 'design', but they share many of the characteristics of professional design tasks (Lawson, 2005).

Design ability used to be a collective or shared ability, and it became regarded as an exceptional talent in recent times, something that people must retain some knowledge that differ to other. Creative People is different, creative people are different (Cross, 2011). Design follows divine inspiration, in many levels of human behavior and many techniques for derive reasoning (Craig, 2001). A creative people's thoughts may wander laterally and free-associated to bring out the unconscious ideas. The complexity and variety of information derived can suggests a lot of unconscious assumptions that are folded into the problem-solving process. Some assumptions derived from the default each individual's knowledge. Creative people might invoke knowledge from their domain experiences and skills, thus the conceptual ideas may direct the development of a solution unconsciously (Craig, 2001). Creative People find some factors in their daily routine appear to be natural and almost unconscious (Cross, 2011). Creative People themselves are known with terrible at explaining about they work, about how they design, when creative people talk spontaneously about what they actually do, the most of all they talk almost exclusively about the outcomes not the process or the activities (Cross, 2011). The average work of creative people is to find opportunities and resolve problems encountered.

All Creative People use visualization to aid understanding – expressing not just color and form, but also complex ideas and relationships using sketches, drawings and maps. Through action plans and roadmaps, and also be invaluable in helping companies by these tools to articulate and communicate their business's ambitions. It helps to tried and tested visual framework tools including matrices to analyzed risk (Ward *et al.*, 2009). These techniques particularly not something new, but it built the opportunity of different ways to interrogating and articulating day-to-day challenges.

4. Cognitive Thinking Stages in Creative Process

A creative thinking has a process that is organized in the form of stages. The creative process is also an important component in the world of education, especially for creative people, art workers and / or designers. A cognitive activity

that generates a new view of a problem found or encountered and the result is not limited to something pragmatic or in other words seen from the point of view of its usefulness.

In psychology, a creative cognitive activity has four stages in the process (Wallas, 1926), namely:

a. Preparation

This first stage is the stage of formulating a problem found or encountered and planning the initial effort to solve it.

b. Incubation

This second stage is a period in which no meaningful effort is made for the problem-solving thinking directly to the problem, in other words the attention is diverted momentarily to other things beyond the problems encountered. This incubation period frees the mind for a moment from the exhausting things of the mind due to too hard / heavy looking for problem solving.

c. Illumination

Here is the period where insight or deep understanding is obtained as the stage of enlightenment of the problem. The stages in which comprehension is increasing, ideas emerge and complement each other for problem solving, which in turn breakthrough creative ideas emerge one at a time in this stage.

d. Verification

The final stage of the creative process is a test of understanding that has been obtained and proposed solutions to problem solving to prove the legitimacy of the ideas or solutions obtained.

The second stage which is the stage of incubation becomes the focus of this research discussion, where this stage is actually very helpful in the creative process, because in fact in this stage we can solve the problem without us knowing it. Forgetting or diverting for a moment the thought of a heavy problem-solving demands can help for the discovery of new ideas that are more suitable. So, stopping the problem-solving process and easing moments of brain activity for a while can help to rearrange the thoughts on the problems at hand.

5. Recreation Facility in an Office Area

Recreation Area is a space that is utilized by its users to remove the fatigue or incubation period required in the stages of the creative process. Recreation Area is a facility created with the concept of entertainment or play. The area in the office is a fun environment to enjoy because it increases productivity and happiness. The workplace is one of the biggest sources of stress in the business world. Over and over, the team needs a few minutes to relax in a quiet place to feel refreshed and energized again.

Well-designed recreation areas can help workers return to work with the same dedication and enthusiasm. Therefore, absolute attention should be made in designing recreational

areas in the office space because the requirements and office culture vary from office to office.

6. Research Methodology

Qualitative approach is the research methodology that used in this research. The used data of this research is based on Case Study of the Work Culture of Design Lecturers, the characteristic and the needs of incubation phase are the aims of this study. Data collection is derived from observation and ethnography methods. Thus the data analysis used triangulation from the derived data collection, then it is developed into the recommendation of Incubation Facility for Staffs Room in Design Lecturers Work Place.

7. Discussion

The results of open-ended interview questions were directed to the topic "how creative people think and work" and "the culture of creative people work" and it obtained several patterns that were obtained as the categories below, categories dividing into organizational behavior levels (Schermerhorn, 2010) work culture :

A. Individual

The needs of others as an insight into ideation, but if the task is considered in a clear concept they prefer to be solved themselves, needs are some insights that trigger different thoughts. But if the information obtained is considered sufficient, convergent thinking can be done individually.

The nature of designers is sensitive to their work, because when they create their work, they use their feelings other than just cognitive abilities.

B. Team

As a member of a team, each member has a specific task and role because this is divided into the first project that is shared, appointed by the CEO or supervisor. The decision maker of each specification task is also appointed by the leader. But the insights of ideas collected from many sources they can get.

C. Organization

Creative people really have a typical work environment, one of the unique characteristics of the environment is the mood of creative people can influence the output of the tasks they make. So it needs a management model that does not curb the creative environment. In the first interview session, panelists had the same voice about rigid management models not being able to enter their work environment because from their experience applying rigid

management models, their creative processes, and limited exploration of their ideas. These rigid steps to only pursue financial gain are to narrow creative thinking.

Of all participants interviewed, they had the same voice regarding the high work pressure and demands of supervisors, clients and consumers. They mention that when ideas don't develop and their thinking gets stuck, it stresses them out. To relieve stress, they incubate or avoid for a moment and empty their minds from the work that makes them tired. The way they avoid fatigue can vary, including watching television, watching videos on youtube or similar portals, playing music instruments for those who can play it, playing console games, playing ping pong and similar light sports; and playing cards or board games that they have.

When asked where they play, on average they can answer anywhere, for activities with small equipment and equipment, sometimes they do it still in the same place where they work. If you need more equipment and equipment they choose to move to other areas that are more likely, in this case the recreation area. Only the recreation area is considered to be not in accordance with the needs they want. Therefore it is necessary to redesign recreation areas that can accommodate the needs and desires of the creative actors during the incubation period.

8. Conclusion

Creative people or designers are different from artisans, who in addition to creating creations at their convenience, they also have to consider the needs of clients and consumers as well they need to be a compromise between the two. This makes different thinking used to gather desires and ideas to make as many creations as possible and even the widest ones, as well as convergent thoughts to adjust ideational desires to create something that is acceptable to the needs of society. Creative people usually face problems related to people, technology and business (Brown, 2008; Best, 2006), one of each is contrary to the other and requires the top of the other. Thus they need requirements that are not fulfilled more than others because each point has its own interests and requirements, all needs are met with their own reasons. Creative people are required to fulfill all the needs of third parties and how they can still creatively fulfill all their needs. The main target of each project encountered is that all parties are satisfied and they fulfill their respective interests. Because it also triggers different and convergent thoughts to synchronize needs and find a middle ground as the best solution. Thus, there is a unique culture / habit of creative people, when they are stuck in an idea, they need to stop and incubate. This is the phase when creative people recreate and refresh their minds. So, in the office of creative people there are always recreational areas provided, areas containing games, sports equipment, television, beds and many others.

Design thinking encourages all team members to have a voice or opinion (Sandberg, 2006) related to design problems in the process of ideation, in how each individual feels design problems every point of view can enrich decision making. Facts about diversity can provide a wealth of decision-making agreed upon by many creative people. All research participants recognize that diversity and disputes that can truly create debate and conflict if treated properly can enrich decision making. But it cannot have two people as decision makers. If there are two decision makers in a team, it will require a long discussion because there are often strong debates from the two perspectives of two decision makers.

Therefore, the need for smooth and clear creative thinking, a form of exploration that develops for each individual creative actor is needed in supporting teamwork in a creative industry organization. The cooperative form of each creative actor as the basic capital of an organization can run well and produce good performance or creation. If the results of good performance and creation can occur and take place continuously will provide satisfaction for all parties involved and intersect with the performance or creation.

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