

Aceh Unique Souvenir Design

Muchlis^{1,2}, Sheila Andita Putri²

¹Fine Arts Study Program, Postgraduate Program, Surakarta Indonesian Art Institute

²Product Design, Telkom University, Bandung, Indonesia

muchlis@telkomuniversity.ac.id (Muchlis), sheila.anditaputri@gmail.com

ABSTRACT : Special Region of Aceh as one of the westernmost regions in Indonesia has a very unique and rich cultural wealth. As an area which is the entrance of trade from the west, Acehnese culture acculturated with cultures from other countries such as Arabic, India and Malay.

These cultural products are fragmented and form their own uniqueness that is developed according to customs, beliefs of the regions in Aceh. Examples such as Gayo, Leung Bata, Aceh Tamiang and others. The results of the acculturation shape the uniqueness of each region in Aceh from traditional clothing that is different from the shape, color and accessories.

At the end of 2014, where Aceh experienced a tsunami that devastated Aceh. The disaster resulted in much of the infrastructure in Aceh being destroyed and lost. Cultural products, relics were destroyed by the tsunami. Over time Aceh reorganized itself, Aceh tried to rise, especially in terms of the economy.

Designing unique accessories for Aceh certainly has its own challenges because Aceh is divided into regions that have historically shaped their specific characteristics. In this case, of course one must find a common thread that will connect between regions in Aceh so that the accessories that will be designed at least can be enough to be one of the unique accessories of Aceh. In addition to being able to re-identify one of Aceh's unique cultures, it can also help Aceh to revive its economy again.

Key words: Souvenir, Aceh, Identity, Economy

1. Introduction

Aceh is a province located at the northernmost tip of the island of Sumatra and is the westernmost province of Indonesia. The capital of Aceh province is Banda Aceh. At present Aceh has a population of around 4.5 million. The Aceh region borders the Andaman and Nicobar Islands in India and is separated by the Andaman Sea. The location of Aceh is also bordered by the Bay of Bengal to the north, and to the west it is bordered by the Indian Ocean. To the east, Aceh borders the Malacca Strait and borders North Sumatra to the southeast and south.

As the westernmost province of Indonesia, and bordering many other countries, Aceh is the starting place for the spread of Islam in Indonesia and plays an important role in the spread of Islam in Indonesia. The first religion of Islam entered Indonesia through Aceh and spread to Kalimantan (Pontianak) and descended on the island of Java in the Gresik

region, East Java and spread to other areas on the island of Java.

As a region rich in natural resources, Aceh is considered to be a rich, strongest and most prosperous region among other regions in the Malacca Strait. In its history, Aceh strongly rejected the control of foreigners, including the former Dutch colonialists and even the Indonesian government. Aceh is also a conservative region that upholds the values of Islam. And is the region with the highest percentage of Islam compared to other provinces.

In the economic field, Aceh has regional autonomy which regulates its own economy due to historical factors. Aceh itself has a wealth of natural resources that are very abundant including oil and natural gas. Natural gas in Aceh, according to analysts, is estimated by some of the world's largest natural gas reserves. In addition, the Aceh region has vast forests which are spread along the Bukit Barisan range from Kutacane in Southeast Aceh to Ulu Masen in Aceh Jaya. In the southeast Aceh region there is also the Gunung Leuser

National Park which has a rich flora and fauna which is very rich.

In 2014, precisely on December 26, Aceh experienced a devastating earthquake, the earthquake triggered a tsunami that resulted in the Aceh region devastated. The disaster took the lives of approximately 250 thousand people with tens of thousands of people missing. The disaster left Aceh almost paralyzed on all fronts, shutting down Aceh's economy almost entirely.

Currently almost 12 years of the tsunami disaster passed, and now the province of Aceh has begun to reorganize its economy. Aceh tried to rise by increasing the potential of its natural wealth which had once become the identity of the Aceh province. Aceh has many very famous handicrafts. The handicrafts included kopeah, food hoods, accessories, typical bags of Aceh motifs and others.



Picture 1. One of the typical Acehnese pieces - Meuketop.

Sources;

<https://www.google.com/search?q=harga+kopiah+aceh>

One of the most typical souvenirs of Aceh that is found in Aceh is a bag. In various souvenir shops as well as places that sell souvenirs, bags are always present as one of Aceh's unique souvenirs. Bag as one of the typical souvenirs of Aceh has a fairly varied form. The resulting forms have adopted forms that are trending now. From the forms available, almost all bags produced must have a unique Aceh motif, namely Pintu Aceh. This motif is widely used and pinned to the bags produced and mostly by embroidered processes.

With the large number of human resources in Aceh who can make bags, in this study, by utilizing the expertise in making bags in Aceh, a souvenir will be made that is different from

what already exists, but can still be a souvenir that has value to the specialties of the Aceh region.

2. Method

In the process of designing a product, we need to know the data related to objects, places and uses of the product that we are going to design. Understanding the object and the use of the product that we are designing is useful for knowing aspects of design, design statements before the actual design process begins.

In this case, SWOT analysis will be used to further analyze the aspects of strengths, weaknesses, opportunities and design constraints of the product to be designed so that an appropriate form of tool is obtained and will be developed in the design process.

These aspects are chosen based on the level of importance of the product to be designed later. After knowing what categories are needed by researchers, the next step is weighting those categories. The weighting aspects as follows.

2.1 User Aspects

The user aspect in this case includes tourists visiting Aceh, both domestically and abroad. In the user aspect, the approaches taken are related to price, packaging, material and others.

2.2. Design

In the design process this time that is by utilizing coffee beans used for deodorizing, as well as air freshener, in this case car interior deodorizers



image: Alternative Sketch 1

Source. Personal Documentation

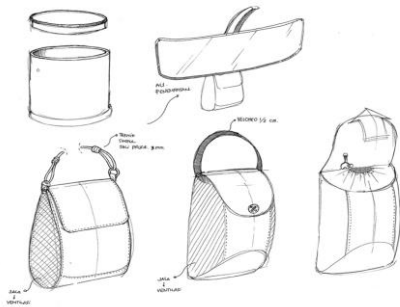


Image: Alternative Sketch 2

Source: Personal Documentation

3. Conclusions

From the results of the design that has been done, there are several results that can be used as a conclusion

Aceh coffee which is already well-known can become better known by the addition of functions other than to be enjoyed as a serving of coffee, but also useful as a car interior air freshener.

The people of Aceh basically have a culture of making bags, but the model is not very developed and the designation of the bag is limited to the function of the bag in general as a carrying tool.

In the design process that has been made, the material used uses 600 dinir material and mesh material as additional material. In addition, the use of accessories such as straps and stopper is also used for bags that have been designed.

The conclusion from the results of this design is that the tool designed is a bag that functions for the packaging of Aceh coffee. The bag is not used as a carrying tool, but rather serves to store coffee.

Placement of a bag containing coffee is placed in the car as accessories. While the coffee functions as a tool to absorb odors in the car as well

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