

Creativity Process In The Product Development Of Urban Toys Called The Power Anger

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Abstract Bandung is a gathering place for creative groups that produce creative products. Urban toys are toys that have visual meaning by applying symbols into the shape of characters. Starting from the anxiety of the creator through the process of creativity, the toy products are power angers. The making of this figure starts from visual references which are combined with shapes and colours that correspond to the meaning on the basis of the type of human nature. The process of creativity used is imitative creativity (unconscious), the researcher looks at the creator in the space and time of the process of creating a product until product development. The development of the figure “the power anger” product is a collaboration of ideas with other creators to create different new products.

Keywords: Urban Toy, Creativity, Product Development.

1. Introduction

Bandung, which is called the city of creativity with productivity in work. Become an identity for the city of Bandung to produce and develop the results of creativity through branches of the arts. Many cultural tours to tie tourists to travel to the city of Bandung. The tours included art education such as coloring dolls, coloring canvas, making clay crafts, making batik and others.

Art becomes a culture in creating a viable product, the arena of creativity is born every human being is well aware or not realized, the presence of creativity can be a gift that can be used to survive. Like making a product and then commercializing it. This view requires product development at all times.

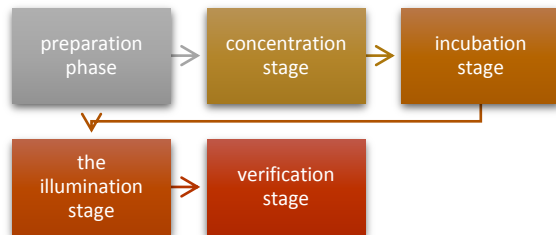
this case creativity will affect someone in behavior, attitude and work. Humans are always created to work, they make what they feel manifested through work to be appreciated by others, which is called self-actualization in humans.

Works such as urban toys in the city of Bandung have communities in work and exhibitions. The work is in the form of dimensional character which has values through visual form. These values are taken in accordance with environmental issues or personal issues that are applied through urban toys.

2. Library Studies

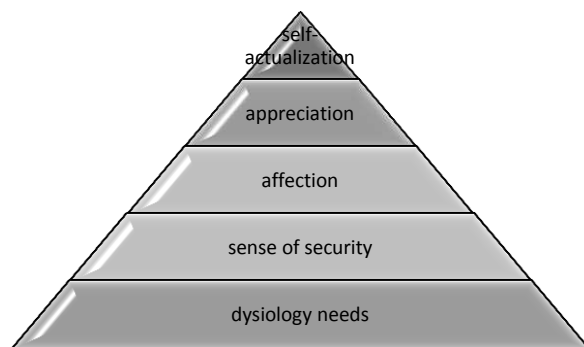
Urban societies that are surrounded by heterogeneous societies from various tribes and cultures that form the basis of their lives which are supported by the environment such as population movements, habits, television media, internet, and other media become a major influence on subsequent cultures (martiyadi. 2018). Humans use creativity to survive in their needs.

Creativity is the reason the product is attractive. Designers see this with change without having to be the same as what already exists. Creativity is of two types, namely rational creativity and imitative creativity.



Picture 1 . Flow of the Process of the Creativity Process

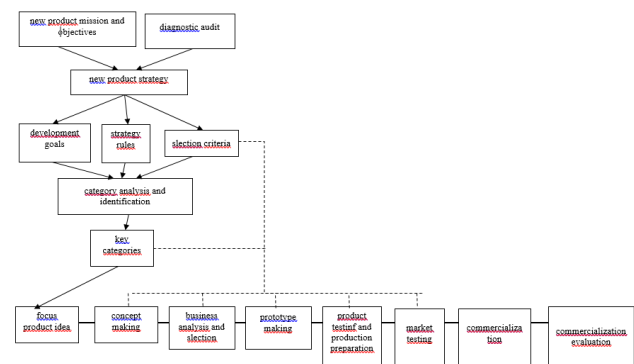
Conditions that allow a person create a meaningful creative products are personal and environmental conditions, namely the extent to which both encourage people to involve themselves in the creative process (Utami, 2014: 70). Creativity every human being has that ability but the environment and the person who becomes the creativity emerge or not.



Picture 2 Levels Of Human Needs
(Source: Maslow)

According to Abraham Maslow (1908-1970) quoted from (Utami, 2014: 48) that the main support of humanistic theory, humans have basic instincts that become evident as needs.

The process of developing new products is a series and not a few problems that arise and become obstacles for product designers (Agustinus.2017: 23). The stages of development



Picture.3. Stage of Developing New Products
(Source: Agustinus 2017:24)

The development will be adapted to the development of products based on the purpose of the creator, so that some aspects of the development of products based creator membauatkarya mindless commercialism eliminated on the basis of self-actualization..

3. Research Methods

The problems in this research that must be solved through a tool called a method, this method has a systematic stage that is useful for better results so that this study uses qualitative methods. Lexy (2007: 6) explained that qualitative research is research that produces analytical procedures that do not use statistics or other quantification methods. In qualitative research does not use a statistical approach but through description or description. According to Lexy (2007: 6) that the definition of qualitative research looks at the emic perspective in research that is looking at something that attempts to build a detailed view of the subject of research, shaped by words, a holistic and complicated picture.

3.1 Approach

Research basically uses an observation approach which is a systematic description of events, behavior, objects or works produced and equipment used (Tjetjep.2011: 181). Observation is a daily observation and does not require deep observation but is required to obtain data systematically and structured.

3.2 Object Of Research

The object of the research is urban toy with the theme of power anger from one of the artists, Rizki Zakarya. The researchers conducted 2 scales namely

primary and secondary, namely primary analysis of 3 works of urban toy and secondary of design thinking patterns from Rizky Zakarya.

4. Design Aspect Analysis

Creator makes artwork both pure and applied. Creating and creating works is the essence of humanity in creativity. In this case the creator goes through several stages of the creative flow. Rizky Zakaria is an urban toy creator in the city of Bandung.

Urban toy 'The Power Anger' which has 5 characters in the beginning is a two-dimensional picture in the form of a doodle in the form of fire. Fire has an emotional or angry nature as a reason for taking this element as a point of interest (personal communication Rizky Z, 07-29-2019).



Picture.4. Fire Stylation For Early Inspiration
(Source: Rizky Zakarya:2018)

The manufacturing process is carried out through the stages of rational creativity, namely creativity that is raised and developed through rational thinking (:). This is a structured creative thinking from the stages of preparation, concentration stage, incubation stage, illumination stage, verification stage. The stages of the stage are interrelated and bonded.

- **Preparation Phase**

Initially looking for information and concepts through this stage through personal experience or essence contained in references in work. Emotions that are interpreted as fire become the initial stage in carrying out the preparation stage, so the designer makes what stylization into the two dimensions forms the optical illusion angle in the process.

- **Concentration Stage**

This stage is done by thinking of elements of art and design such as points, lines, shapes, spaces, colors, textures, dark and bright. Then pay attention to aspects of art and design such as harmony, rhythm, balance and others

- **Incubation Stage**

In this stage the creator conducts contemplation and discussion with experts to solve the problem. Thinking of some good aspects of the visual work that will be made through reference experiences or from the community environment such as after making the work positive and negative impacts for the community like what? Creators at this stage experience contemplation and thought to issue problems until one conclusion is realized.

- **Illumination Stage**

This stage the creator is designing. Continuing from the incubation stage, this stage has conclusions that are mature and draw conclusions. After that do the design or alternative design to determine the final design.

- **Verification Phase**

This stage the creator conducts experimental activities with resin materials through molding them to form characters. The character resembles a human shape with the shape of the head, legs, arms and body in its development the neck part disappears and the hands increase, the development of designs from human form to monster forms that indicate emotion and lust.

In the flow of the creative process of creating a 3-dimensional form of this thing from the creator's time space, product design begins with 1 design to create 5 urban toy designs, this design development.

The stages of developing new products are closely related to the stages of creativity, and maslow theory. Product development is divided into 2 namely planning steps and development steps. The planning step in the stages of creativity is the stages of preparation, the stages of concentration, the incubation stages, and the stages of illumination, the stages of verification into the phase of development steps at the stage of developing new products. The development of urban toy works is as follows:



Picture 5. Step by Step Product Development
(Source: Rizky Zakarya: 2018)

The development of two-dimensional products up to three dimensions then the development of one product to five products has a change from the direction of human character to the character of monsters, showing the fire that is increasingly clear.

The development of this product is caused by the factor of satisfaction or distribution of self-actualization which is the highest peak in maslow needs. Self-actualization tends to the process of achieving desires that can be achieved. The five maslow needs of self-actualization are the highest, meaning that the creator has completed all four needs so that they can carry out self-actualization.

5. Conclusion

The urban toy creator performs a creative process with several stages such as the preparation stage, concentration stage, incubation stage, illumination stage and verification stage, which states that the creator uses structured or rational creativity. Urban toys are made from the character of fire that embodies emotions, product development is taken on the basis of self-actualization and dissatisfaction with the work so that the product continues to be developed. Self-actualization as an outlet works through a 3-dimensional form of urban toys.

The work of embodiment takes the element of fire with human character with the process of developing design eating urban toy products that he made into monsters, namely in the development of 4 and 5 things related to the preparation stage of ideas / ideas.

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