

Response *Santri Putri*¹ Assalam¹ Solo for TV Commercial Fashion Products

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Abstract Assalam is one of Islamic Boarding School at Solo, Indonesia. *Santri Putri* Assalam as student of the school, like youth like female as other youth in their age, have interest on fashion product. Different with youth that learned in normal school, santri putri Assalam have the rules about all of their life in Islam ways, included fashion. As an agent of dakwah, they must learning how to choice fashion as like their rules, but as a youth they want to use stylish products, the trending fashions nowadays. They have example for the fashion from TV commercial. This article describe about response the student for TV commercial fashion products by AIDA method. The result from analyze are: 1) creativity from TV commercial fashion products successful to delivering *Santri Putri* Assalam by persuasive words contents and the stunning idea, 2) impact of TV commercial fashion products for *Santri Putri* Assalam not different with youth in general education.

Keywords: response, *santri putri*, Assalam, TV commercial fashion products.

A Method of Investigating the Ageing Perception and Satisfaction towards Product Appearances

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Abstract The purpose of this paper is to proposing a method investigating on product appearance perceived by the ageing consumers. It also examines the relationship between ageing perception towards product appearance in order to better understand how they will respond to products as they grow older. A general literature review was conducted in an effort to identify the significant, substantive work to date. The data obtained in this study were collected from a questionnaire survey involving 45 to 65 year old academician from local universities. Descriptive analysis was performed to analyze the respondents' perception and satisfaction towards product appearances. Finally, suggestions are made as a way forward to identify the product appearance attributes and where can be considered by designers, marketers or researchers in designing a product for ageing population. With the availability of this method and by understanding the needs of aging the researchers or designers, thereby can produce a quality and better product design requirements that meet and will fulfil the consumer needs. There is a need to study the ageing and the relationship to product development, specifically in the appearance of the product.

Keywords: Ageing, consumers, product appearance, satisfaction, product design and development

Comparative Study of Environmental Friendly Concept on Fashion in Indonesia

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Abstract Rapid development of fashion industry in Indonesia provides good opportunities and potentials for fashion products in Indonesia, where at a closer look, it is also provides bad impacts towards the environment and community. The bad impacts come from the usage of non-eco-friendly materials, industrial waste that is not optimally processed, low quality product with short lifetime cycle, manpower issues, and so on.

To cope with the bad effects, an eco-friendly fashion concept is created by using several terms such as: sustainable fashion; eco-fashion, ethical fashion or organic fashion. Those terms are gained from previous researches performed by the researcher herself and other references and researches. Result of the research shows that many terms are found to refer to a fashion development concept with environmental awareness.

Therefore, based on the finding above and to optimize the implementation of fashion concept with environmental awareness on fashion industry in Indonesia, firstly, it needs meticulous and comprehensive identification and elaboration towards various terms of the said concept.

To get comprehensive data for this research, qualitative method is performed through literature study, observation, and interview. It is expected that the final result will provide a proper direction to implement the fashion concept with environmental awareness on fashion industry in Indonesia.

Keywords: fashion industry, ethical fashion, eco-fashion, sustainable fashion, organic fashion

Developing a Tabletop Game that Stimulates Creativity through Design Thinking and Design Ethnography

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Abstract Science and technological advancement in the automation era called the 4th Industrial Revolution requires human to adapt in terms of skill set, particularly creativity, lest they are replaced by the machines. Creativity enables collaboration with the machine, providing opportunity rather than viewing it as a threat. As a country with demographical advantage in 2030, Indonesia's creativity rate is counterintuitive to the fact, thus it has to be improved considering the rise of creativity demand from 10th top skill to the 3rd top skill in 2020. Therefore, this study aims to develop a tabletop game as a learning tool to stimulate creativity by using qualitative ethnographic approach based on Design Thinking and Design Ethnography. Semi-structured interviews with 32 youths aged 17-35 in Tangerang Regency and Tangerang Selatan City were conducted as data collection method. Merged with the ethnographic observation result and literature review, the researchers found out that their needs for a tabletop game are: "fast-paced", "interesting in content and visual", "ergonomics packaging and components", "improved quality of material", "fun", "educative", and "interactive", as well as indirectly delivering moral messages in accordance to the missing values from the millennials. Through ideation, prototyping, and testing stages, tabletop game ideas were being generated, enhanced, and examined in order to

meet the needs. The result is Animazzle, an animal characters puzzle-card game of which the features can address the issues. This study concludes that aligning with the process, empathy is the utmost importance of the process because it enables the problem to be properly defined and shapes an urge of continuous development to produce a sound solution.

Keywords creativity, empathy, design thinking, design ethnography, tabletop game, millennials

Corporate social responsibility as business strategy in cigarettes industry

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Abstract The cigarette industry is the largest contributor of excise tax in Indonesia. Tobacco companies always experience tax increases every year. Meanwhile, the price of cigarettes must be kept stable in order to remain affordable by the targeted consumers. Automatically, the level of sales should continue to be improved. In Indonesia, the regulation of cigarette sales in each region is different, and in most of them there are some rules and limitations that cause the difficulty of increasing the level of sales. In order for a brand to remain in the targeted consumers, a proper marketing communications strategy is needed. The only neutral way to show the brand is through CSR where there is no rule in both the local regulations and the law. Therefore, the author will discuss how to form a good CSR for tobacco companies. This research will use qualitative methods. The author will look at the CSR that has been applied in the cigarette industry itself, whether it can solve problems in their industry or not.

Keywords : Corporate social responsibility, business strategy, marketing communication

The Phenomenon of Online Shopping in the Digital Age: Why Do People Like It?

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Abstract The purpose of this study is to explain what factors influence consumers like to shop online. The concept underlying this study is the phenomenon of online shopping as a behaviors transformation that occurred in Indonesia. Not only in Indonesia, online shopping has spread to many countries along with the development of e-commerce business. It can be concluded that some factors influencing most consumers to like shopping

online are: the visual appeal of e-commerce web design, interactive website features, the ease of the website's user interface, the corporate identity design, and the brand positioning of e-commerce companies.

Keywords Online shopping, e-commerce, web design

The Effect of Fashion Orientation, Money Attitude, Self Esteem, and Conformity on Compulsive Buying : A Study on Youth Customer in Bandung

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Abstract Compulsive Buying is known as an abnormal activity in shopping. It can be categorized a negative behavior, but from the marketer point of view this is a behavior that can be utilized to increase sales. The purpose of this study is to determine the factors that related and can affect compulsive buying, measured by variables such as fashion orientation, money attitude, self esteem and conformity. In this study, researcher collect the data by distributing questionnaires to 220 adolescents in the city of Bandung and then analyzed it using Multiple Regression Analysis. The results of this study indicate that fashion orientation, money attitude, self esteem and conformity can affect compulsive buying either partially or simultaneously, with the most dominant factor is Conformity. It is expected that the results of this study can provide information about marketing strategies and how to take advantage of these variables to increase sales.

Keywords Fashion Orientation, Money Attitude, Self Esteem, Conformity, and Compulsive Buying

INTERIOR PRACIMAYASA PURA MANGKUNEGARAN SURAKARTA IN CREATIVE INDUSTRY

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Abstract Interior Pracimayasa Solo Cultural Heritage In Creative Industry is a study of cultural studies. The problem of research, how preservation of interior Pracimayasa as building of cultural heritage in creative industry. Interior Pracimayasa residence of the noble family always reflects the ethics and manners of Javanese dealing with modern life. Research using critical theory of deconstruction supported the theory of visual communication semiotics with hermeneutic approach. The study is expected to give the opportunity to develop the creativity of interpreting the text, the interior of the cultural heritage building. Data collection with observation techniques, interviews, document studies and literature. Validity of data with triangulation of data.

The results of the research (1) Rationality in modernism resulted in a new awareness that interior Pracimayasa as a cultural heritage into a tour package in the dinner or lunch in the global era is interpreted as recognition through the process of deconstruction, thereby displaying interior Pracimayasa of reinterpretation in new interpretation and understanding. (2) The characteristics of interior Pracimayasa should be a source of interior planning ideas in the global era in realizing the aesthetic concept of balanced interior and harmonious with cosmos to achieve the harmonization of civilization in the global era.

Keywords: rationality, creative industry, interior characteristics Pracimayasa, violence

