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Bali-Indonesia

Denpasar, 12 August 2015
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PUKYONG NATIONAL UNIVERSITY



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Proceedings of the 3rd ICCI 2015

“Opportunity and Challenge on Creative Industries in The Era of Global Free Trade”



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Foreword

ICCI is a biennial conference organized by the Industrial Design Department – Institute of Technology 10th November Surabaya. ICCI aims at providing an overview of multi-disciplinary issues of creative industries regarding the creative economy era.

The 1st ICCI was held on 11th March 2011 at Sanur, Bali, attended by 90 presenters from 30 institutions. We're pleased to inform that The Minister of Cooperative and Small Medium Enterprises of the Republic of Indonesia was coming to officially open the first ICCI. The 2nd ICCI conference was held on the 13th of November 2013 in Surabaya, East Java, Indonesia.

The 3rd ICCI 2015 is collaboration between Industrial Design Department ITS Surabaya Indonesia and Marine System Convergence Design-Pukyong National Univeristy, South Korea. It is held on 11-12 August 2015 in Bali Creative Industry Center and Fave Hotel Tohpati Denpasar, and were attended by 179 participants from 14 countries; South Korea, Australia, Denmark, United Arab Emirates, Brazil, Thailand, Japan, Portugal, the Netherlands, Taiwan, Singapore, the USA, Malaysia and Indonesia. Furthermore, ICCI can be: 1) a reference for policy makers related to creative industries, in order to exchange information on current issues and challenges facing creative industries, 2) a forum to establish a network among stakeholders of creative industries, 3) a prestigious publication channels for academics and researchers in the field of creative industries.

We greatly appreciate the partnership with Pukyong National University, South Korea in this event. We also would like to thank the Ministry of Industry Republic Indonesia (Directorate General of Small and Medium Enterprise) as our main sponsors, Pupuk Kaltim, Garuda Indonesia as the official airline of this event, ISI Denpasar, and also to our partners ADPII, DGI, BPIPI, PIRNAS, and CHI-UX Indonesia.

Bali, 11 August 2015

General Chair



**Welcome Speech
Industry Minister of Republic of Indonesia
On the opening of
International Conference on Creative Industry (ICCI) 2015
in Bali Creative Industry Center (BCIC)
Denpasar, August 11, 2015**

Distinguished the Governor of Bali, Made Mangku Pastika,
The participants of ICCI 2015,
Ladies and Gentlemen.

Assalamualaikum warahmatullahi wabarakatuh.

Om Swastiastu, May Peace and Prosperity be upon us all.

First of all, let's pray upon Allah SWT for His blessings that today we can gather here to join the opening of International Conference on Creative Industry (ICCI) 2015 in Bali.

The honorable guests,

Creative industry is one of important pillars in developing national economy.

Creative industry can empower human resources to compete in the globalization era, as well as to enhance people's welfare, that makes it a strategic consideration.

The development of creative industry in 2013 showed positive depiction, in which this sector has grown 5.76% or 5.74% above the national economy's growth with added value as much as Rp. 641.8 trillion or 7% of National GDP. In terms of manpower, this sector is able to absorb 11.8 million workers or 10.7% of national workers, followed by the number of business units that reaches 5.4 million units or 9.7% of all business units. The export activity is also considered good, reaching Rp. 118 trillion or 5.7% of total national exports.

The honorable guests,

Recently, there are 15 subsectors of creative economy being developed, namely advertising, architecture, art galleries, crafts, designs, fashion, film-video-photography, interactive games, music, art performances, printing and publishing, computer and software, radio and TV, research and development, and culinary.

Out of those 15 subsectors, there are 3 subsectors that can give dominant contributions to PDB, namely culinary sub-sector (Rp. 209 trillion or 32,5%), fashion (Rp. 182 trillion or 28.3%), and crafts (Rp. 93 trillion or 14.4%). Further about fashion and craft industries' performance, the fashion industry export reaches Rp. 76.7 trillion or increases 8% compared to the one in 2012. In line with fashion, craft industry has also got export performance leverage, reaching Rp. 21 trillion or increasing 7.6% compared to the one in the previous year.

Based on the development and the potential the national creative industry has, the strategic step done by the Ministry of Industry is by establishing Bali Creative Industry Center or BCIC. BCIC can be used by creative industry people, designers, university community, as well as related association to develop new creative products which have selling value and produce more competitive and high quality products; so that Indonesia's creative industry is able to embrace the free trade era.

Honorable guests,

In realizing that plan, one of BCIC's activities is expanding the network with national and international creative community, through the participation in ICCI.

ICCI is an international conference held every two years by ITS Surabaya which aims to accommodate and discuss the newest issues in creative industry, from various points of view and disciplines. All related parties in creative industry (creative industry people, academic people, community, Profession Association and Government) can synergize, share thoughts and build network.

As we know, the economy dynamic changes rapidly from highly depending on natural resources into depending on the capacity of human knowledge, science, art and creativity.

Back then, the strong conquered the weaks. Today, the fasts conquered the slows. It means that creative industry must be supported by reliable information, communication and technology.

This phenomenon shows that it needs different approaches to enhance creative economy between developed countries and developing countries. The complexity faced by creative industry in each country is strongly influenced by different contexts. The different contexts are the crucial issue to be discussed both by the creative industry doer and the academic institution in developed and developing countries.

The knowledge on these different contexts can affect the policy and strategy to establish a creative industry in a certain country.

Blessed guests,

I would like to express my gratitude to all parties who help make ICCI 2015 to happen.

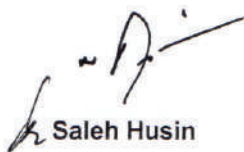
We do expect active participation from all participants so that all activities could run well. May God give His blessing to us all.

Finally, with Bismillahirrahmanirrahim, the International Conference on Creative Industry 2015 in Bali Creative Industry Center is officially open.

Wawwalamualaikum Warahmatullahi Wabarakatuh.

Om Santi Santi Santi Om. May peace upon us all.

Minister of Industry



Saleh Husin

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The 3rd International Conference on Creative Industry (ICCI).
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the success of this conference.
- Premiere Sponsor and Association

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Personalization as Sustainable Living in Public Space of Apartment

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Abstract — Personal space is an imaginary boundary that is inaccessible to public. Personal space setting mechanism as a private boundary include shared ownership of place or object by using symbol as a tool of communication. Apartment is a housing with standards and regulations that are opt to be obeyed by the inhabitants as a behavior boundary. The boundary and regulations becomes a similarity profile of the inhabitants' needs, however the inhabitant's composition character is what distinguishes. The difference in inhabitant's composition leads to different perspectives in interpreting space.

The phenomenon of shared part-property-land in an apartment becomes a boundary in behavior. Public space in an apartment are shared spaces which are facilities within the secondary territory (corridor, lobby, lift, etc.) to shared properties (parking and objects outside the apartment building). Corridor is the most used public space and is also the closest to the housing unit. Within the corridor area is where the prime activity takes place (personal activity) with social activity that misinterpretations are likely to occur between private and public needs. Therefore this research aims to formulate personal space based on territorial behavior. Besides physical needs, personalization also fulfills psychological needs as a form of self-actualization process.

This research is conducted with a literature review method to review a certain user group behavior with an environment setting in a vertical housing (an apartment). Prior researches are used as references to enrich the literature review.

The expected result from this research is a study of personalization concept in apartment's public space as sustainable living.

Keywords – *Behavior, Personalization, Sustainable living*

1. BACKGROUND

Housing is a social condition that could define its inhabitants' level of welfare. The existence and quality of housing is influenced by its

social, economic, cultural environment, which determines the inhabitants' life. The inhabitants' behavior puts in the meaning and identity in their housing for satisfaction. The phenomenon within vertical housing is

different from that of horizontal housing. Commonly, humans tend to put signs in a space that they occupy, such as fence or the terrace as a symbol to indicate a space to its owner. Identification can be done by modifying the space.

Snyder (1979) explained that the study of human behavior is not only about the function of a building, landscape or other physical environment, but also about esthetics. A study based on function include about behavior and needs, however based on esthetics about preference, experiences and perception. Moreover, Altman (1976) elaborated that Environment Behavior Studies (EBS) consists of 3 components, which are environment-behavior phenomena, user group and settings. Behavior phenomena to the environment will vary, due to the difference of meaning, symbol and also the way human make use of the environment as self-representation. For example is privacy, is a personal behavior phenomena that is related to the individual behavior pattern, rules and the social system within the environment. The difference within the user group will bring out different needs and activity pattern, while setting according to Altman is the scale of the environment in which the activity takes place.

Roger Barker (1955) defines EBS in 4 characters, a standing pattern of behavior (individual behaviour), social rules (norms), physical environment (social space, private space, etc) and time locus (time : hour, day, month etc). So it is clear that environment behavior study is the study of human behavior, as an individual or social (a group community) to the physical environment, reviewing both physical and non-physical needs.

2. METHODOLOGY

This research is a literature review, which is by analyzing Environment Behaviour Studies, Housing Satisfaction and Personalization. To be more applicative, it is equipped with research analysis from journal sources. Some field study objects are used to complete the literature analysis review to give a communicative approach.

3. RESULT AND DISCUSSION

3.1 Preference in Personalization

Preference is influenced by lifestyle. Lifestyle is not only to be interpreted as an activity, but can also be a representation of a background of culture, age, gender, education, occupation and even religion. A community with a certain lifestyle will be contained and manifested in the quality of environment profile. Apartment as a form vertical housing is a facility for urban society lifestyle who requires handy housing, effective (easy access to the workplace), privacy and has a high investment value. Apartment facility is a similarity point for the different cultured inhabitants. The similar profile of the user are facilitated in the public territory, such as the swimming pool, gym center, parking area, center/café and shopping area. Whereas personalization occurs in primary and secondary areas, which is the user's private area with permanent ownership so that the personalization is clearly available, both physically and non-physically. The secondary area is the area of mixed use between the private and public. Personalization within this area occur ambiguously between individual or social preference.

3.2 Experiences in Personalization

Living in a vertical housing is a new culture for Indonesian people, so that some of the time activities that are executed in horizontal housing are carried to the new housing environment which is the vertical housing. The density of housing unit at a vertical housing contributes to small space for the user, even just in talking or fulfill the needs of listening to a high volume music. So that speaking or using loud audio system will disturb the unit neighbors or even the users overall. Here, the users are to adapt themselves to not to disturb the neighborhood.

Kisho Kurokawa (1994) emphasises the importance of having an element and intermediation space within the housing environment. Intermediation space or semi-public space can be very meaningful to the user. Relp (1976) states corridor as the

“outsiderness existensial”, because it becomes a bridge for socializing. In an apartment, every person can walk to the door and window of other user, which decreases each user’s private area. They feel that there is less privacy and security knowing that there are people constantly passing by the apartment corridor. Parents who live in an apartment, usually do not like their children to play outside (the garden) without any adult supervision, so that they limit their children playing to only play in the narrow corridor, balcony and lift lobby. The provision of a social space for mothers and children in the same floor is highly required. Such social space needs design and supervision consideration to fulfill the needs of both the children and the parents.

Housing satisfaction is closely related with the establishment of sense of togetherness. Explained in Cho et.al (2007), a research stating that to create a culture based vertical housing concept, emphasizes on the need of community space for togetherness. Community space a social environment aspect is used by sharing, which the uses are defined by the management. Raman (2010) stated that social relation within high rise building user are very low, because social interaction mostly occur in the same floor level users. Acquaintanceship among the same floor users a bigger than among different floors/blocks. This occurs in different types of corridor (Aziz, 2013). Hashim dan Rahim (2010) researched that the weakness of privacy concept in modern buildings are that in considering social interaction, culture, visual and acoustics aspects. The user’s satisfaction does not only depend on their individual unit, but more on the physical and social environment (Francescato dkk, 1987).

In vertical housing, shared facility ownership is strata title ownership, which is shared ownership both horizontally and vertically to a part, object and shared land. (UU RI no. 20/2011 pasal 1 ayat 1). Altman (1980) stated that the shared space is as a secondary territory, the space where the need of the private and public meets, which potentially causes conflict. Moreover Syamwil (2012)

stated that the need of private and public space in a certain social economy will lead to personal and communal space which suits the social character context. The physical environment as the human restraint in behavior can be reviewed as personal/private or social function (Altman, 1980). For example, the migrants from the village complains in the first phases of their migration to the city. The migrants feel that living in an apartment limits the communication between neighbors and other users, moreover feeling isolated and alienated

Based on the phenomenon explained above, it shows that culture and past experience is very important and plays a great deal in translating personalization. The habit of having a transition space at a housing which is the garden creates it as a main necessity to socialize with the social environment. Basically behaviour within the transition space is still a need in the vertical housing however with different meaning. Personalization in vertical housing is preferred to be non-physically. Close physical boundary within intimate scale does not mean intense in socialization, but more of verbal socialization, audio and expression. So that in effort of reaching personalization in housing, the non-physical solutions are more preferred.

3.3 Perception in Personalization

Altman (e.g. 1975) in Bell-Fisher (2001) moreover explains about environment mechanism in which we are able to control privacy according to the needs. Garling, Biel and Gustafsson (1998) also explained on how to reach the optimum condition from a suitable/preferred environment. The optimum stimulation level is the one that reaches the suitable and appropriate condition. There are 3 kinds of optimum stimulation that influences adaptation, which are intensity, diversity and patterning.

Based on the comprehensions above, the level of adaptation depends on how an individual responds to its environment that is suitable with their needs. If too much variety, the human will confuse to select the suitable one.

If high intensity, will make it difficult to adapt, so it is also with anything that is complicated and hard to understand should be made into a pattern so that it's easier to be perceived.

On the other side, personalization in vertical housing dominantly appears on an individual level. The shared space at vertical housing is perceived as private space due to shared ownership rights. On the other hand the community/shared space is also a public facility. Personalization becomes ambiguous when the shared space is perceived as both private and public space. So that interaction between user in vertical housing only appear in secondary areas (semi-public) which is the area closest to their unit at the same floor

4. CONCLUSION

Personalization as a behavior phenomenon should be analyzed together with the physical setting and user group's factors. Table 1 explains the conclusion from literature analysis vertical housing personalization

Table 1. Table Personalization in vertical housing

Personalization		
Preference	Experience	Perception
Personalization occurs at primary areas (unit) and secondary (Shared space).	Less social interaction, more individual, non-physical interaction.	Low intensity in social interaction.
Shared ownership in shared space creates ambiguity in personalization needs between the individual and public	Personalization in private scale (primary) and secondary.	Shared space is perceived as private space due to shared ownership.

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