ABSTRACT

With back grounded by larger of Indonesian population of Islamic religion, from 205,843 million people i.e. Islam 87.9 %, Christians 5.7 %, Catholic 3.3 %, Hindu 1.8 %, Buddha 1.1 % and the others 0.2 %. Indonesian Moslem population is a large market for certain product, included closet. Why closet? Closet is a primarily necessity in this time and every houses have a closet exactly that set in the house. The Messenger Muhammad SAW gives us example, the methodic to excrete the excrement that recorded on Ihya’ Ulumuddin book. The reality is the Moslem now is far from Islamic method, especially in method to excrete the excrement. Looking to the closets in markets that is not support the Islamic method of excretion, the write initiate to redesign the closet.

First step that done is looking for the explanation base about the Islamic method of excretion, from that explanation we sort as:

- The activity of human and Allah, that related closely with pray and direction management
- The activity of human with supporting factor of excrement excretion, in this matter closet is a support factor.

From the second point then discussed how the activity of human-closet could be associated with Islamic method. The gotten summarize is avoiding of the sprinkling of najis water (urine and dirty water from closet) and in squatting is foothold on the left foot.

Second step is the understanding of the consumer needs with the description ideal closet. With separate questioners with 30 respondents, it wishes 90 % of consumers needs could be understanding. The needs of consumers is:

- Comfort squatting closet and used usually
- Easy cleaning of squatting closet
- The squatting closet is good for health
- The squatting closet is simple and easy to be set
- The squatting closet is designed vary and artistic

The last step is looking for the positives and negatives of comparing closet; in this case squatting closet is represented by “Ina” mark, while sitting closet is represented by “Toto” mark. After all is definite (the Islamic method filling factor, consumer needs and product differentiation) than made the design concept. The concept grading for selection the concepts involves the designer and consumer, so the gotten result is mid point from the both. This new design is hoped to have plus value, according to Islamic value, consumer needs and more good from comparing products.