INDUSTRIAL PRODUCT DESIGN FINAL PROJECT

INTERIOR DESIGN OF ESEMKA RAJAWALI

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ABSTRACT

Indonesia market wants a good car design with a large capacity. Many competing manufacturers from outside Indonesia to meet the wishes of the Indonesian market. But we have not seen any national or production car in our country who is trying to compete with manufacturers from outside. Therefore, the government issued a policy as outlined in Instruction 2 of 1996 concerning the national car program. This program is a breakthrough in Indonesia's automotive sector which aims to accelerate progress and national independence of Indonesia in the development of the automotive industry. Here, from Solo vocational school students who work with local SMEs trying to lunge their innovations, which can be Esemka cars affordable to the general public. One such product is Esemka Rajawali, a class car SUV (Sport Utility Vehicle).

Problems faced Esemka Rajawali, among others: design Esemka Rajawali intentionally uses many components from existing cars. The consideration is not yet available technologies and significant cost savings. Due it criticized the media about how this similarity can be misinterpreted as an act of plagiarism, it can reap the civil and criminal lawsuits. This can be prevented if Esemka has an element of novelty in terms of technology or form. In addition Esemka Rajawali need to achieve a design that can compete and keep abreast of trends it is necessary to change the overall design of both major and minor. Esemka Rajawali are expected to enter the automotive market share and compete with competitors' designs immediately with a better design.

In designing required a special method that is through the collections of data, literature, tracking and analysis problems. The collections of data are obtained by direct
surveys, interviews, and questionnaires, while the literature obtained from the literature, books, magazines, and information through the internet. Having achieved a form appropriate to the evolving design trends that will be executed the form of major and minor.

The end result of this research is to design a car that suits Esemka Rajawali trends and tastes of the Indonesian automotive market with a soul that apply Fresh – Comfort – Friendly characters are sporty and minimalist shape that will bring a light impression. In addition a more dynamic form will give the impression of a younger Esemka Rajawali and suit the tastes of the public will be used style car.

**Key words:** Fresh – Comfort - Friendly