FOOTBALL SHOES DESIGN THAT SUPPORT BASIC DRILL LEARNING
PROCESS FOR FOOTBALL ACADEMY STUDENTS WITH QUICK AND EASY
CONCEPT

Nama : Suryan Mosthafa Eka Putra Wijaya
NRP  : 3408100118
Jurusan : Desain Produk Industri, FTSP – ITS Surabaya

ABSTRACT

Indonesian footwear industries nowadays is one of the biggest footwear industry in the world, the massive mass production and very high export also affect the national economy. Many international brands entrust the manufacture of shoes in Indonesia the last decade. Despite the global economic crisis in the United States and Europe in recent years that makes many shoe manufacturers out of business due to lack of orders is not comparable with wages increasing. It is to be encouragement for local designers who are concerned with the image of domestic products for product innovation, especially shoes to enhance the cultivation of the local market. Designers implement this innovation in the world stretching the football school children with the proliferation rationale School Football (SSB) in Indonesia due to the decline of local football achievements in the shadow-haunted by the skill and mastery of the basic techniques of professional ball players who are not qualified to say, being a a great opportunity to create a special soccer boots for kids that can facilitate learning the basic techniques of soccer.

The initial steps in using the basic technique is to find a spot with regard to soccer shoes, and then implement it in the upper area of the shoe is designed to meet educational functions, quick and easy learning with a view to suit the characteristics of the child as a user. To ensure the implementation of the study, designer took a shoe factory partner PT Mitra Anugerah as producer of shoes and SSB Surabaya Soccer School as a pilot school football. Design aesthetic approach became an important point that led to the receipt can be the result of this product on the market, and the level of effectiveness of the compliance function of the concept of "quick and easy learning" to the maximum, with the results proving drill soccer simulation (at SSB pilot) compare the use of general football boots to soccer shoes that specialized in learning the football basic techniques.

Keyword – Ergonomic, Football Shoe, Soccer Drill, Styling, Quick and Easy Learning