MEN BAGS DESIGN FOR TANGGULANGIN PRODUCT WITH CONCEPT ICON SURABAYA CITY

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ABSTRACT

Tanggulangin is one of the largest handbag artisans in East Java that has a quality that is not inferior to china product on the market. The bag is made by artisans Tanggulangin imitate existing products so that no character of Tanggulangin itself. However, more and more replica handbags china production on the market Tanggulangin artisans into lower prices of production so that the bag can not achieve the desired market. Icon City concept because it has a rich form of any specified city and make its own character for Tanggulangin product.

Surabaya, which is used as the first instance as the application of the concept of Icon City. City known as the city’s hero has high morale character. So the design has a character out arek - arek Suroboyo spirit. Icon Surabaya in use this early stage is spiky bamboo. Analysis of the writer is used semiotic analysis is used to move the icon of Surabaya Bamboo is tapered into a form that has a design that is in accordance with the historical character of the pointy bamboo. Analysis of material production and material selection process to set the bag, pattern cutting materials, production until leftover materials that can be recycled to the head zipper and label products.

From the results of this analysis to produce a bag man Tanggulangin products with the concept of Icon City Surabaya which can improve the character of Craft Bag Tanggulangin. Icon taken Surabaya itself Bamboo spiky, heroes monument, monument Suroboyo. Strong character of texture and detail stitching. So the product itself Tanggulangin more typical of the concept of Icon City.