

Indonesian's Convivial Society Products

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Abstract —Indonesia has an endless diversity of natural resources and human craftsmanship expertise. Many outstanding and timeless architectural, graphic and product designs have been produced since ages ago. These products were developed from convivial society that Indonesian people called “Kampung”. This project focuses on the possibility to create a new businesses based on local geniuses design and creativity. Design tourism, as new term, can be categorized as eco-tourism because it uses the principle for sustainable development, respect the environment and local culture. It's also using several key aspect in cultural tourism which containing lifestyle of people in term of art, architecture and design. Using Indonesian convivial society graphic-products-architect's data and benchmarking NGO's in responsible tourism provider Jakarta Hidden Tour. The result is a business plan of convivial society tour in Indonesia. Targeting international tourist and domestic, a specific niche market designs for professional designer, academician, researcher, or creative enthusiast. Visitors also can “experiencing”, “participating” and “learning” in social impact programme, give donation, join the workshop, and share knowledge through our co-creation education platform. Author want to give benefit to create a transformation in business design to social and cultural sector.

Keywords – business model, convivial society, design tourism, tourism.

1. INTRODUCTION

It's started by the diversity of Indonesian culture, an archipelago country which very well known because of the richness of its culture, ethnic group, design and architecture. Bali for instance, famous because of the traditional dances, costumes, musical instruments, architectures. Mean while, in other areas in Indonesia that also has an amazing culture and design that is not less great than Bali, deserve to be proud of and displayed as tourist excursions. *Angklung* for instance, a traditional musical instrument made of bamboo from Bandung in West Java. The product that emerged from the craftsmanship skill of Indonesia's native designer which has existed since time immemorial, without any

role of the designer who has a background of higher education in the field of design. The collection of artist-designer-architect is emerging in the community called convivial society. A society that has an existence of sublime creativity to be proud of. Amazingly, there are thousands society like these in Indonesia, according to the culture and the diverse tribes in various islands in Indonesia.

But unfortunately, these design riches buried hundreds of years, drowned by the frenzied modernization and globalization. Idea of creativity, originality of function, quality of products produced equally by cultures from Bali, Yogyakarta, which was recorded as the highest area of cultural tourism visitor was in Indonesia. Therefore, based on the quality of