

The Design Of Kelom Kasep
(Differentiation Strategy In Exploring The Form Design Of Kelom Geulis as
Hallmark Of Tasikmalaya)

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Abstrak

Kelom geulis merupakan kerajinan khas Kabupaten Tasikmalaya. Ciri khas yang membuat Kelom Geulis menarik dan unik dimata penggemarnya yaitu penggunaan material kayu mahoni dan albasia yang diukir menggunakan teknik motif bordir dengan ciri khasnya yang menunjukkan identitas Tasikmalaya.

Persaingan industri yang semakin hari semakin ketat perlu adanya sebuah strategi dan pengembangan desain-desain baru. Salah satu yang paling strategis adalah bagaimana mencari sebuah segmentasi pasar baru sekaligus menjadi pelopor dalam menciptakan inovasi yang bukan hanya sebagai Follower akan tetapi sebagai salahsatu langkah awal para pengrajin tersebut untuk bisa membuat solusi akan kecintaanya terhadap hal yang menurut kita sebut sebagai desain. Karya desain yang baik adalah sebuah karya memiliki keunikan dan sangat cerdas dalam mengapresiasikannya kepada masyarakat.

Diferensiasi merupakan suatu cara yang dilakukan untuk menciptakan posisi unik di benak pengguna, menetapkan status dan segmentasi pasarnya, dan membuat posisi produk sebagai produk yang beda dari yang biasanya. Dalam merancang desain kelom menjadi unik dan bernilai diperlukan sebuah metode dalam proses pengembangan diferensiasi. Diferensiasi yang kaji dilihat dari aspek *form* (bentuk), *features* (corak), *performance* (kinerja), *durability* (daya tahan), *reliability* (kehandalan), *style* (mode) dan *design* (desain).

Kata Kunci: Diferensiasi, Desain, Kelom.

Abstract

Kelom geulis is a typical craft of Tasikmalaya Regency. Distinctive features that make Kelom Geulis interested and unique in the fans 'view are the use of mahogany and albasia wood materials carved using embroidery motif techniques with the trademark that shows identity of Tasikmalaya.

Increasingly tighter industrial competition needs a new strategy and development of designs. One of the most strategic strategies is how to find a new market segmentation as well as a pioneer in creating innovations not only as a Follower but also as the first step of the craftsmen to be able to make a solution to his loving things that is well known as design. A good design work is a work of uniqueness and very intelligence in appreciating it to community. Differentiation is a way to create a unique position in the mind of the user, establishing status and market segmentation, and making the product position as a different product from the common products. In designing the design of the clones to be unique and valuable is required a method in the process of differentiation development. The differentiation is examined from aspects of form, feature, performance, durability, reliability, style and design.

Keywords: *Differentiation, Design, Kelom.*

1. INTRODUCTION

A clog is a typical craft from Tasikmalaya. This product is interested not only by local consumers but also it has become one of export commodities for the region of Southeast Asia, Panama, Korea, Japan, Africa, the Middle East and parts of Europe. The words "Kelom Geulis " is taken from the Sundanese language from Tasikmalaya (West Java) which means it is a beautiful wooden sandal. In the Central Java Area, there are also kind of Sandals made of wood, known as clogs. Woman clog is usually used in events as well as formal events. Women who wear clogs, will look more graceful, beautiful, and charming.

The characteristic that makes Clogs be unique and interesting because the slippers are made of mahogany or albasia with carving, embroidery, painting and batik motif from Tasikmalaya and it is created manually using the human hand.



Figure 1 *Kelom Geulis from Kampung Gobras*

(Source : PT. Salsa Art Colecion, 2015)

In past time, shapes of the clogs were same but nowadays there are some varieties of innovations from the clogs craftsmen in shapes and patterns and interesting. The first step in making Kelom Geulis is cutting mahogany or albasia wood and then it is planed to shaped footwear, made by using a machete, then it is drained under the sun.

Furthermore, the clog materials that have dried , are mashed using a grinding, so it looks its wooden fibers. The clogs matrials then are given priming. Granting of priming is intended to eliminate the pores of the wood. Furthermore the clog materials are painted by spraying. The clogs have painted material is then dried. Having being dried, the clogs materials are formed so that it looks more beautiful. As a binder to the foot, they are given rope. There are some different types of the laces created specifically for the *Kelom Geulis*.

The increase of industry competition needs a strategy and development of new designs. One of the most strategic steps is how to look for a new market segmentation that becomes a pioneer in creating innovations not only as a Follower but also as one of the initial steps of these craftsmen to be able to make the solution for what thing has been loved well known as a design.

Designing and realizing a piece are abstraction of ideas and creativity of a designers' though. The design is a part of the enlightenment experiences regarding to life. An action is a pretty wise when a critical thinking is poured into a masterpiece. But on the other hand, design work is a media to convey ideas, needs, and value of creativity to users or work apresiators. The work of a designer is no longer ending in its obyektivty and market. The work of a good design is an unique and smart work for being appreciated to the community. It cannot be denied that its resources come from individual experience, personal understanding culture and life experience.



Figure 2. *Kelom Geulis from Kampung Gobras*

(Sumber PT. Salsa Art Colection, 2015)



Figure 3. *Kelom Geulis* from *Kampung Gobras*

(Resource: PT. Salsa Art Colection, 2015)

From the background above, the need for a differentiation strategy in the form of the transfer market to a broader segmentation to develop clogs becomes more familiar in the communities' perspective. Men's tastes are different towards a product. *Kelom Geulis* will be developed into *Kelom Kasep* which means handsome as the opposite of *Geulis* (beautiful). *Kelom Geulis* is an inverse of the women's clogs means beautiful while *Kelom Kasep* refers to the image of men who are impressed masculine. Therefore it needs a technique how to apply the principles of feminine form maskulinisme which was originally to be a likeness of the male identity.

The design of this product is expected to be a motivation and means of product development for the clogs craftsmen community to be more developed and well known by public domain as one of the community's cultural heritage and identity of Tasikmalaya.

1. RESEARCH METHOD

The method used in the process of this research is differentiation. It is a method to differentiate a product with others so it can be a unique product which can be fully deployed to the market with the designation of the consumer based on the results of the analysis.

The first strategy begins by

conducting training to the community of craftsmen in group and Grouping products are then divided into three categories, namely: 1. the Product based on the wishes of designers (Idealistic)

2. Products that give priority to the needs of the user (User Oriented)

3. Products that give priority to profit (Profit Oriented)

Differentiation is a way to create a unique position in the minds of users. in creating a unique and valuable position, it is necessary to involve a group of different activities and the selection of some atribut in the development process of differentiation.

2. Theory of Differentiation

By finding the value of a user model. The strategy creates all the lists of products and services that affect the perception of the target consumer market against value.

a. Differentiation Product. Differentiation product is a design to modify the product so that it becomes more interesting. This differentiation requires a pretty serious market research because to be really different requires knowledge about the products of competitors. This product differentiation usually only changes a little character of the product, including packaging and promotional theme without changing the physical specifications of the product, even though it is possible. Product differentiation can be made on the form such as size, shape and other physical forms of the product, features (pattern) by varying the basic function of the product, performance (performance), long-term durability (resistance), reliability (reliability), style (Mode) and design.

b. Service Product Differentiation is not always easy for differentiation then addressing these companies need to add value and improve service quality. High creativity harmonizes elements of the

marketing mix: product, place, price, promotion, people, packaging, quality services so partnership programming that is perceived by the consumer exceeds expectations. Service differentiation can be done on how the delivery of products and services to the consumer (Kotler, 2003). It includes speed and its accuracy. Installation relates to how a product is installed properly in the place of the consumer. Customer training and customer consulting refer to how the company gives information and listens to complaints from consumers.

c. **Personal Differentiation.** Personal differentiation is through personal excellence. This can be done by improving the competence of employees through improved knowledge, courtesy or politeness, manners and friendly, reliable i.e credibility and honesty and responsiveness that is quick response to face the customers. Customer Differentiation Image is the image or images with identical attributes and characteristics, which are special or different from the appearance of a person or thing (Zyman, S, 2000 in Sukawati, 2003). Differentiation is the proper mix of images from the imaging element, which creates the image of a brand. The imaging process should build, maximize, exploit, and use the strengths and weaknesses of each image element to ensure that the brand has a good prospect in continually.

Karl t. Ulrich (2001) in his book design and product development, that to win the competition with a competing product, the product requires a better value compared to competitors. Products offered may have more value (differentiation) on the following points:

1. Form. Products are distinguished by size, shape, or other physical structure, which will be better to meet the needs of consumers with varieties of needs than products that only have one size packaging. For example: jewelry products in domestic and foreign countries have several categories of product size for tomato sauce chili sauce or ketchup that have a wide

range of sizes, from small ones (sachets), and large bottles.

2. Features, products can be offered with a variety of features that complement the functions of the Foundation. For example: mobile phone features 3 g puts products and Touchscreen as well as the internet. All of that supplement are the basic functions of mobile communication tools IE.

3. Performance Quality, it refers to the main characteristic of the operation of a product level. For example: a web browser that allows faster internet access will certainly have more advantages than other web browsers.

4. Conformance Quality, it is the level of similarity and the ability of units to achieve product specifications offered. For example: motorcycle with the same type should have the same capabilities, when one motor can reach 120 km/h in 40 seconds, while the other motor (with the same type) turned out to need 70 seconds to reach speed 120 km/h, then the product has not good conformance.

5. Long-term Durability, it is age (operating life) of products. For example: electronic products can have advantages with a longer operating life.

6. Reliability, it is a reliable product that has a small possibility for broken/not working (fail/malfunctioned).

7. Ease of Repairability, namely to improve the product when the product is damaged or not functioning.

Karl t. Ulrich (2001:6), for some people developing a product is interesting because it has its own challenges. There are some attributes considered contributing to the attractiveness of product development, such as:

1. Creation factor: product development process begins with gathering ideas and ends with producing physical form of the product. When these activities above are seen as an individual activity, it can be imagined that the product development process is a creative effort.

2. The satisfaction of the community and individual needs: all products aimed at satisfying the needs in several ways. Individuals who are interested in product development efforts can establish institutional rules whereby they can obtain satisfying products taking into account the needs considered important.

3. The diversity of team members: successful product development requires many different skills and talents. Because its product development team is comprised by many individuals with diverse expertise, observation, perspective, and personality.

4. Team spirit: product development team is a group that has a high motivation and can work together. Team members can be collected in a special place so that they can concentrate themselves on product creation. This situation can result in a situation of friendship between team members.

3.1. RESULTS AND DISCUSSION

Users tend to see a variety of imagery and metaphor—a metaphor with its existing form. One who has the material choosing accessories with different goals and interests so that the image itself is known by others. An economic thought, which has seen the accessory as a medium in investing needs his future. Each person has a different perception about how he interprets his role in society, and to maximize the effectiveness of the object ability more persentatif in providing benefits on his image.

Our abilities have a concept of self outside the head (mental model) about the human form as a parameter of the intelligence (test draw a-Man) and as a

form of analysis towards various tendencies that occur in every element of society, even the ink stain in an observation seemed abstract, if it was felt intensively by the subject, considered as evidence, in some cases of abnormality¹.

How users recognize the image—the image that he can develop as part of the concept itself, is a series of processes that have gone through a form of transformed, reduced, elaborated form back, saved, restored, and used. In this analysis, the author paid attention to the visual aspect of a user's image in General against the product.

The shape of the form user Imaging can be recognized, not because it is the nature of the game by chance, whim, and creativity that have been planned. Example suppose a throw hard with precious stones, and precious stones that are broken and cracked, not perfectly smooth. But for those of a sensitive creators may be trying to seek out and find the image of what might be revealed by a rock burst. Creators sought to introduce an incidental coincidence, or the transfer its habit. While the user is trying to force the forms that such vague initially becomes a meaning and creates a pattern in his life.

Some of the categories and the user characteristics can be described with a few categories²:

¹ Donald J Bush hal 29 in Article Icon-icon tubuh dan Semantika By Susan Vihma dan Seppo Vakeva, "Semiotika Visual dan Semiotika Produk". 2009. Yogyakarta dan Bandung. Jalasutra.

² Article from <http://www.anekaperhiasan.com>

A minimalist character, people who love minimalist style, tend to be not much use of accessories. But once he uses his gear, he would use one or two with a beautiful model which he did not steal the people's attention.

For people like this, using the jewelry is just the satisfaction of needs and not the real thing. Jewels to suit these people are such as expensive watches or earrings with gemstones.

2. Sporty character, it has a body that is athletic and healthy shiny skin. He would not choose jewelry that exceeds his performance. But the accessories he chooses is small-eyed or a sporty bracelet.

3. The character of the Diva, as the name suggests looks glamorous, so he has his chosen decorated with style. Jewelry and stones are very important, neither with an expensive price. The more expensive the better it is. He's not the first priority of the trend, he has his own style which is difficult to follow. He will love bracelet with many rocks, diamond earrings or a major Bobble.

4. Traditional characters, people like this love the great accessories. They are happy with the sparkle, lasciviousness and diamonds. It is not too concerned about their trends, because they prefer to have something that has traditional values.

5. Characters are adventurers, people like this are likely to be able to make up his own jewelry. Whether authentic or imitation, cheap or expensive, is not at all important to him for good as he appears to be wearing. They love the accessories contain a lot of fantasy in terms of color, size and ornamentation.

DISCUSSION

Practically this research is expected to benefit the parties concerned, including the following: To give an idea about the scope of the clogs design from some of the

technical aspects, the creativity, and the scope of the product contribute to the academic Department of product design in terms of creativity, process, and the results of his work. Limitations in this design is how transforming an identity of clogs that are more familiar with the women, into a product that can be used by men with visual considerations, structural, and materials, as well as without changing the identity of the communities themselves.

Based on the formulation of the problem then the purpose of the research was described scientifically, the most important aspects in this research, namely:

1. Transforming the identity of clogs that is identical to the women into a lifestyle that is accepted by a gender.

2. Create a new market segmentation for the craftsmen of clogs in increasing their productivity, as well as selling points.

Understanding *Kasep*³ is handsome, accomplished. In the Sundanese the word *Kasep* was allocated to the term for men who have a physical face and handsome. The word *Kasep* itself is a term usually used for men who are both in the spoken, behavior, and actions. Sukajadi Hotel and *Kasep* said, was the equivalent of the word to be intended for someone who have a good personality.

The term *Kasep* transformed into an embodiment of an object use certainly will add to the images and the impression of the product itself. Certainly the product must have a visually appealing, function well and that gives unity againstself, and make these products become part of the users' concept.

³ <http://www.kamusbesar.com/17857/kasep>

Clogs certainly identify clogs with an image of women in ones everyday. And of course the word Kasep is expected to give an impression of the users of these products are becoming more confident.

The Process Of Design

1. The process of Making Pattern 1

The design begins with preparing the space, sharing of equipment pictures. The achievement is realized in the activities of this design including:

- a) Generally the craftsmen have a good drawing skill when applying a pattern image appears on the material to be processed into products.
- b) Sketch of some references they found from other products.
- c) generally craftsmen still use the old way and strategy in the drawing. Therefore, in this design, it needs craftsmen to be able to develop theirself in visualizing consumers' desire.
- d) when they demanded their hard to innovate in creating the picture, they tend to play by exploring colors and motifs that are already covered in the product. design process provides some sample to be developed on the basis of the capacity and limitations of existing tools, in order to achieve the desired design of maximum production, resources, and materials.
- e) first declaring successful design is implemented due to the skill of the individual craftsmen who have been already trained. The result of the interview one of the craftsmen, that they have inherited ability to draw from their parents, starting from how to carve a good wood, whittle and train craftsmen sensitivity regarding to the needs of the proportion of the same field.

f) Students in the process of design are claimed to be able to convey an understanding of their science regarding to the scope of the product design to the craftsmen as well as what kind of opportunities there are, when every craftsman has an expensive expertise.



Figure 4 *The design of socialization day*
2

(Source: Asep Sufyan Documentation, 2015)

After that the activity is carried out by giving some sort of quiz to the craftsmen to start modifying forms that have already existed and they always face in terms of representation and continued the next day to do the evaluation.

2. Process 2: refinement material process

The second design is done twice. the purpose of this design is focusing on how each could understand some of the craftsmen system locks or jointing lumber industry. This system is more to factors related to the construction of forms. The design is focused to limited material from every exposed wooden beams which have already formed the standards. This design is more to how limitate the effectiveness of material for generating a product with no limits. Jonting wood has the aim to make easier for the craftsmen in the installation of the product, product durability, and flexibility in operational work.



Figure 5 *The activities of craftsmen when the process of the formation of Clogs*
(Source: Asep Sufyan Documentation, 2015)



Figure 6 *Process of condensation before Finishing*
(Source: Asep Sufyan Documentation, 2015)

The purpose of the above process is to moisture content of the wood so that the quality of finishing on painting time can obtain perfect results.



Figure 7 *The activity on the vent sole*
(Source: Asep Sufyan Documentation, 2015)

The purpose of this activity is to train and supply craftsmen concerning the understanding of engineering construction on the soles so that the effectiveness of the products when combining with other material will be a sturdy and not easy to loose.



Figure 8 *Activity In the process of Pressing*

(Source: Asep Sufyan Documentation, 2015)

The design of this process, is the innovation of the previous meetings, in order to utilize the existing product waste to be processed into products. Forming the remains of wooden sheets into pieces would later be developed into the design of the clogs again.










Figure 9. *Activities of craftsmen when the process of the formation of Sole Clogs*
(Source: Asep Sufyan Documentation, 2015)

CONCLUSION

This part describes analytical points about the positioning of the product design process, designed on the basis of the method is analyzed with several approaches such as: Form, Feature, and the performance quality.

1. Analysis of the Form

Analysis of the Form is the approach in finding the ideal shape of the provided shapes in the design decisions. There are some analysis forms presented in the following table:

Design	Strenght	Material Combinat ion	Productio n Techniqu e	Imaga
	Ok	Ok	Ok	Ok
	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok
	Excellent	Good	Bad	Ok
	Excellent	Good	Bad	Ok
	Good	Good	Good	Good
	Excellent	Excellent	Excellent	Excele nt
	Excellent	Excellent	Excellent	Excele nt
	Excellent	Excellent	Excellent	Excele nt
	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok
	Excellent	Good	Bad	Ok
	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok












Conclusion:




Design taken from the form of order is in Figure 7 and 8 which in Figure 7 have suitability characteristics which can be combined with a wide variety of styles. picture of the 7th and 8th, correspond with the structure of the footrest. However the downside of Figure 7 and 8 from the finishing results that impressed touchnya the colour is too old, as well as placement

and combinations of materials on the clamp is still less sturdy and strong.

2. Feature Analysis

It is positioning on a mapping product specifications that are described through the words of the nature of the requirement for system, product stability against determined based on considerations, requirements, and limitations that have been specified. Laying on product designed are on a modern and functional area. Analysis of the feature in the design of this design are as follows:

Design	Strenght	Material Combinat ion	Productio n Techniqu e	Imaga
	Excellent	Excellent	Excellent	Excele nt
	Excellent	Good	Bad	Good
	Good	Good	Good	Good
	Excellent	Good	Bad	Good
	Excellent	Excellent	Excellent	Excele nt
	Excellent	Excellent	Excellent	Excele nt
	Excellent	Excellent	Excellent	Excele nt
	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok
	Excellent	Good	Bad	Ok
	Excellent	Excellent	Excellent	Excele nt

	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok
	Excellent	Good	Bad	Ok
<p>Conclusion:</p> <p>Design taken from the form of order is on Figure 13 and 14, which in Figure 13, it has a very simple feature from the production and availability of material that could be used on other types of material. So that it is expected in this study could describe 1 design innovation that is able to be developed from the existing material quality. not with changes of other forms.</p>				

3. Performance Quality Analysis

It is describing a product which is described through the adjectives defined based on considerations, requirements, and limitations. Visually the product goes into foldable and comfortable products. Visual chart in design of this design is as follows:



Figure 10 Visual Chart
(Source: Personal Documentation, 2015)

From Visual Chart can be set up some analyses on the table as the following:

Design	Strenght	Material Combination	Production Technique	Imaga
	Excellent	Excellent	Excellent	Excellent
	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok
	Excellent	Good	Bad	Ok
	Excellent	Excellent	Excellent	Excellent
	Excellent	Excellent	Excellent	Excellent
	Excellent	Excellent	Excellent	Excellent
	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok
	Excellent	Good	Bad	Ok
	Excellent	Excellent	Excellent	Excellent
	Excellent	Good	Bad	Ok
	Good	Good	Good	Ok
	Excellent	Good	Bad	Ok
<p>Conclusion:</p> <p>Design taken from the form of order is on the figure 7, in which it has suitability characteristics which can be combined with a wide variety of styles. Figure 7 adjusting the structure of the footrest. However the</p>				

downside of Figure 7 results from finishing the touch impressed too old in colour, as well as placement and combinations of materials on the clamp away is still less sturdy and strong.

Based on this background, it is known that clogs is a cultural exhibit simplicity, equality, and togetherness based on a sense of brotherhood. The term Clogs that are graceful, beautiful, and interesting, is a perception that shows an attraction and a way to show a person's image of elegance that emerges from her. The way it goes, life style, with alternative designs commonly used in daily life at home, because it is considered that it is more free and fun. Conclusions in the research and design of this are as follows:

- the design of the Clogs is not separated from the analyze in finding the differentiator factor in market segmentation to divert women to a more global.
- the design considers the aspect of ergonomics as the basis of design.
- the design is also paying attention to the aspect of Anthropometry to bolster the comfort product, both in terms of product size and the size of the target users.
- Design aims to resolve complaints that users felt Clogs footing in the use position for long periods, this sitting position makes its users tend to be less comfortable, the risk is accepted if it is too long this sitting position such as discomfort, sore, tingling, difficulty standing resulting from too long sits, back pain, and occasionally like to lean to relieve soreness.
 - the design is noticed almost in all parts of the body when the object rests on Clogs, so it expects the results of this design can make the design of the Clogs more comfortable and resolve complaints that users feel.
- Design of this notice the color that will be used in the product, because the known color can affect the feelings of users

- The design notices the use of the materials used with the lightweight, strong and easy to clean material.
- In the system, this design uses a system of foldable, so can be used and stored when it is not in use.

SUGGESTION

Generally, it needs careful consideration in designing this sandal product which is not just in terms of visual some aspect only, but also the need for an effort in giving the impression of comfortable in using them because the distance is a vital organ Division travelled in doing various activities.

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