

DESIGNING URBAN TOYS PRODUCT WITH CATFISH CHARACTER

DUMBOY THE CATFISH

Written Project Report

Study Programs Product Design Faculty of Design and Creative Art

Mercu Buana University Jakarta, 2017

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ABSTRACT

Urban toys have become the new trend among the people of Indonesia, especially toys collector. It looks form the creative theme of urban culture event / pop culture. Urban toys is very unique because it was born on wild imagination and there is a message in it made by toys designer.

In this design the designers try to lift the theme of catfish characters through a media that is urban toys. As the catfish can be spelled out the character of a very well known fish in this country.

In this design it can be concluded that a certain condition can produce urban toys with new and innovative character theme that can have high selling value and aesthetic value if designed properly and correctly.

Keywords : Toys, Urban Toys, Catfish, Uniqe, Creative, Costume

PERANCANGAN PRODUK URBAN TOYS DUMBOY THE CATFISH BERKARAKTER IKAN LELE

Pertanggungjawaban Tertulis

Program Studi Desain Produk Fakultas Desain dan Seni Kreatif

Universitas Mercu Buana Jakarta, 2017

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ABSTRAK

Urban toys telah menjadi trend baru dikalangan masyarakat Indonesia khususnya pengkoleksi mainan. Ini terlihat pada event kreatif bertemakan urban culture/pop culture. Urban toys sangat unik karena terlahir dari liarnya imajinasi dan terdapat pesan didalamnya yang dibuat oleh toys designer nya sendiri.

Pada perancangan ini desainer mencoba untuk mengangkat tema karakter ikan lele melalui sebuah media yaitu urban toys. Sebagaimana ikan lele bisa terbilang karakter ikan yang sangat di kenal di negara ini.

Kata kunci : Mainan, Urban Toys, Ikan Lele, Unik, Kreatif, Kostum