Typography Service-learning Application on Street Vendor Stall at Surabaya

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background

Surabaya Government :

- 40 Street vendor centres
- Todays focuss :
  - Improving the human resouces
  - Increasing production
  - Marketing managment

Visual problem :
- Uniformity
- Less aesthetic
- Stiff

Threat

Having modernity policy (formalization) which is in line with the capitalist, the Government built the PKL center :

As a result of the above action ;

The hallmark of street vendors are eliminated.

There is a strong competition among the PKL owners.

Lost of banner fabric painted by artist, because it is replaced by wooden frame with digital printing vinyl.

The modern building which is prioritize <u>uniformity</u>

Prioritize sponsor ads on their identity

Street vendors stalls in Surabaya

Many of Surabaya sidewalks are filled with street vendors which is called PKL (Bahasa Indonesia, Pedagang Kaki Lima) :

✓**The sellers are usually Informal sector workers (especially migrants)**
✓**They sell food at low prices in many corners of the city, for almost 24 hours**
✓**Historically they can survive from economic shocks and crisis**
✓**They provide the needs of the local people but there stalls often distract the beauty of the city so the local government often force them to go away or move to another place.**

✓**Occupy the sidewalk for pedestrians**
✓**Most of them have no legal licence**
✓**Have temporary buidings which are small, cramped, easy disassembly (constructed by wooden, bamboo, fabric), mobile (move easily from one place to another)**

✓**The stalls are surrounded by fabric wall, posted menu in large fonts size with striking colour**

1. How the vernacular typography of street vendors' stalls became a migrant cultural identity

2. How migrants communities in Surabaya develop a visual culture through street vendors

1. Arts in society has its own social functions to meet the needs of people, therefore this study can contribute an awareness among the community as a social system resilience.

2. Learning from local culture treasures that live in a community can strengthen identity and develop knowledge of graphic design, especially the vernacular typography.

Classiccal problem

Typography 2

- First grade in Visual Communication Design
- Students learn how to create digital type and apply them to specific communication media

New method

- S-L is a new learning method in Typography class

- The objection is to develop students abilities and capabilities as beginner typeface designer or graphic designers

Research objective

- To evaluate the S-L project
  - Student side
  - Street vendor side

Foto kegiatan, before and after

The theory

- Teori Service-Learning sendiri berangkat dari asumsi bahwa pengalaman adalah dasar seseorang belajar dan berbagai bentuk pelayanan kepada masyarakat merupakan hal yang penting dalam proses tersebut (Morton & Troppe 1996, 3).

- Melalui S-L mahasiswa akan memiliki pengalaman nyata di masyarakat yang secara langsung dapat memperlengkapi mereka dengan sejumlah keahlian lain yang dibutuhkan pada dunia kerja nantinya.

- meninjau sejauh mana keterkaitannya antara masyarakat, siswa, atau kerja sama antara universitas dengan komunitas, dan siapa yang diuntungkan dalam penerapan S-L ini, karena itu merupakan bagian terpenting dalam S-L.

Research method

- Metode penelitian yang akan dipakai adalah deskriptif kualitatif.
  - literatures
  - obervation
  - Interview
  - documentation

steps

Tahapan S-L sendiri meliputi sejumlah proses yang dilakukan di kelas, di studio dan di lapangan, yaitu sebagai berikut :

Penyusunan materi RPP mata kuliah Tipografi

Pemberian materi pengantar tentang S-L

Petunjuk pelaksanaan S-L dan target audience

Petunjuk pembuatan typeface, aturan dan regulasi lain

Petunjuk teknis pembuatan spanduk

Pelaksanaan di studio meliputi pembuatan thumbnail, tighttissue, dan final

Pelaksanaan di lapangan meliputi pencarian target PKL, wawancara, dll.

Aplikasi spanduk sebagai tugas akhir semester

Pelaporan tugas dan refleksi

Dokumentasi

- Pada persiapan pelaksanaan S-L mahasiswa dibekali dengan teori yang diberikan dalam kelas.
  - Persiapan
  - Pelaksanaan
  - Aplikasi
  - Reflection and evaluation

- 160 student -> 32 groups -> 10 people & 1 tutor
- 3 months (March to June 2016)
- Survey, interview, informal agreement
- Thumbnail, tight tissue, final -> consul to PKL

-> paint the stall's cover -> application -> documentation

Evaluation

finding

- Dari 32 PKL ditemukan bahwa 11 masih menggunakan spanduk. 10 PKL menggunakan 1-3 bulan. Namun 3 PKL bahkan tidak menggunakannya sama sekali.
- 4 pkl tidak ditemukan, pindah
- 1 pkl pindah ke luar kota
- 3 tidak dapat dikunjungi, jam tidak sesuai

disscussion

PKL:

- Unity. Bergaul dengan masyarakat bawah
- Promotion aspect

Students :

- Knowing clients well before start design
- Professional experiences

conclusion

- Useful for both sides
- S-L is appropriate method for beginner
- Oportunity to be continued
- Aesthetica novelty
- Promotional tools