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paper text:

Typography Service-learning Application on Street Vendor Cover Stall at Surabaya Maria Nala Damajanti1,* , and Elisabeth Christine Yuwono2 1,2Visual Communication Design, Petra

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Abstract. Through Service Learning (S-L) programme students of Typography 2 class, Visual Communication Design, Petra Christian University, had an opportunity to learn and applied their knowledge. The selected media is street vendor stall's cover (it is known as keber Pedagang Kaki Lima or PKL in Indonesia) at Surabaya. This media usually installed in front of the street vendors stall. The cover material is fabric or outdoor vinyl. S-L itself is a new method which applied to Typography 2 class. S-L method was selected as one of learning method which allows students to implementing typography theories to society. According to S-L application a number of experts requiring benefits of parties involved. In this case it is important to measure the success of S-L considers the balancing benefits of students and PKL communities as the target. Therefore students not only learning from their interaction with community by doing the cover design process but simultaneously must provide significant benefits of PKL. Through depth interviews researcher found benefits of both parties. Students got real experiences as graphic designers by serving the PKL communities as clients. In the other hand the PKL communities received new covers design as a promotional media for their stall. Key words: Service learning, Surabaya street vendor, Typography 1 Background This research was conducted to identify the benefits of Service-Learning (S-L) for Typography 2 students of the even semester of 2015/2016 at the

Visual Communication Design Department of Petra Christian University,

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Surabaya. This research was also carried out to identify the extent of benefits which are directly or indirectly felt by the Street Vendors as S-L's targets. As is widely known, S-L as a learning approach comes with various benefits to the students after having been implemented at a certain stage. * Corresponding author: mayadki@petra.ac.id In relation to the S-L implementation, the Typography 2 teacher has compiled a Syllabus with the purpose of preparing the students with the hard skill of proper typography according to the

applicable standards and the ability to apply it on a certain media based on the specified theme, namely the Street Vendors' stall cover. As such, the teacher has also prepared several procedures to be followed by the students. The procedure entails an explanation to the students regarding the outline of course throughout the semester and their tasks, one of which is the implementation of Service-Learning. Another important material is how to communicate with street vendors in order to properly design their business cover according to their needs. In this task, the students are asked to revise the less-than-attractive street vendor's stall cover design with the prerequisite of applying typeface of their own design on the stall cover. Street vendors are selected as S-L targets due to the fact that they are the drivers of the creative economy in Surabaya but are often seen as defacers of the urban landscape because of their arbitrary use of public space. However, street vendors continue to exist and are even hailed as a unique visual cultural phenomenon, as was proposed by Damajanti in her research on Vernacular Typography on Surabaya Street Vendori. Comment [This research uses a descriptive-qualitative method, where the data is obtained through Comment [reflective analysis of the students, observation of S-L results on site, documentations, focus Comment [group discussions and interview with the students, street vendors, tutors, S-L experts and stall customers. Using this method, the researcher expects to comprehend the events unveiling throughout the S-L program as well as the challenges and hindrances faced by the students. 1.1 Work-Based Learning In this increasingly competitive era, people everywhere must have a multitude of work experience and

Work-Based Learning (WBL) becomes more and more important

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because students are enabled to learn and simultaneously contribute to the society on the side. According to Lynch & Harnish, WBL enables students to develop their attitude, knowledge, skills, enlightenment, behavior, habits and associations based on their experience at campus and workplace, possibly resulting in real work activity learningii. The aforementioned facts further justify the significance and needs of having work experience. The author agreed with Howard A. Berry and Linda A. Chisholmiii who questioned the position of a university as an institution which accompanies an individual as he/she enters the world of adulthood. The extent of educational institution's preparation in terms of environment and directions to assist students before they enter the marketplace. It is, therefore, crucial to provide students with the experience needed to practice their hard-earned knowledge at the workplace, since this is by far the main skillset and prerequisite demanded by most employers. It is also aligned with the principle of Service-Learning (S-L). The theory of Service-Learning itself was

based on the assumption that experience is the basis of learning and various forms of services to the

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society are important in that processiv. Through S-L, students will have real experience in the society, which will prepare them with the required skill sets for the work place. At the moment, S-L is Comment [increasingly prominent among learning methods, especially in the face of global social issuesv. The S-L Method is a holistic education method which integrates all aspects that must exist within the students: academic aspect, emotional aspect, and spiritual aspect. However, in reality, Moore and Lin in their book 'Service-Learning in Higher Education, Paradigms & Challenges stated that there are many theories and paradigms Comment [occurring in the implementation of S-L at universitiesvi. One way to distinguish it is by reviewing the extent of relationships between the society, students or between a university and the community, and identifying the beneficiaries of this S-L implementation since it's the most important part of S-L. Similar research with identical scope includes those by Listia Natadjaja, as covered by

the International Journal of Visual Design regarding the Implementation of Visual Communication Design Media After Conducting Service-Learning

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Programvii regarding the impact of S-L implementation on Visual Communication Design 3 study at

Visual Communication Design Department of Petra Christian University.

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The similarities are apparent in the fact that this method was carried out after the formal college sessions were completed. Its significance lies in the involvement of local community in implementing the design elements for promotional needs of certain areas/clients. The issue is that not all S-L results are used by the community or areas which become S-L partners. What is different about this research is that the target community of S-L Typography program is street food and beverage vendors which make part of the urban society's small enterprises. Most of them do not have educational backgrounds and this partnership came as a form of support for their business. 2 Data Collecting and Data Analysis The S-L stage itself consists of several processes carried out in classes, at the studio, and on the fields as follows: 1) Compilation of

him the street vendor would not be able to use it because they're bound to a sponsorship agreement, in this case with a cigarette manufacturer. Since the street vendor was located near campus, the researcher believes that the location was the main factor for the student's choice, albeit a poor one. This is of course not in alignment with the spirit of S-L, which is mutual benefits on both sides. Regarding this matter, the researcher hereby encourages tutors to perform a preliminary inspection on the students' choice of a street vendor before Comment [giving approval. In relation to the mobile nature of street vending, the researcher saw it as a challenge to be tackled. The late business hours have forced the surveying students to properly schedule their activities. Such condition also led to the researcher's belief that this particular type of Comment [group should be assisted and become S-L targets due to the limited amount of capital which hampers their effort to earn a living for their family. Based on interviews with street Comment [vendors, it was found that this type of business tends to be hereditary, having been passed down from one generation to the next in the same family. There were even two S-L targets who happened to be father and son, namely the owners of Sate Ondemohen on Walikota Mustajab street. The owners of the Ondemohen satay are the third generation of the enterprising family. That the father and son became targets of the same S-L were not initially known to the father. The students who chose them to become their S-L target also were not aware of their family ties at first. Unfortunately, the son's satay business had closed down approximately 6 months since he received the stall cover because of family reasons. This was found through an evaluation performed by the researcher on the field. Based on this condition, we can conclude that the street vendor's business was the Comment [backbone of his family's economy and is often passed down to the next generation. The students' choice of street vendor, in this case, leans towards those who were not relocated by the Surabaya municipal government to a number of street vendor centers owned by the government, which is currently being developed at various corners of the city. Fig. 2. Service-Learning Process 2.2 Execution In relation to the stage of research, the researcher recorded the following conditions: the typeface design process began with interviews with the street vendors. Next, each member of the group created 2 thumbnail designs. The tutor proceeded by selecting the top 2 designs in each group to be made as thigh tissue and then chose one of them as the final design for the stall cover. No significant issue had occurred up to this stage (look at Fig. 2). According to observations and interviews with the students, their initial issues were often the characteristics of wall paint used to paint the cover stall. Another difficulty was the fabric application, which was something of a novelty to them. However, the interviews also revealed that the instructions were also comprehensive and they were able to solve the problem through several trials. The issue appeared when the students did not follow the given instruction or procedure to the letter. There are two issues found in regards to this: The first issue is related to the selection of stall cover fabric which is too thin, making the wall paint seep entirely to the other side. The second issue is the students' failure to use newspapers as the base for painting on fabric as was instructed by the tutor. To solve this issue, several students or groups cover the back of the painted fabric with similar fabric so that the stall cover appears neat and clean on both sides. In several groups, the size of stall cover was too big or too small compared to the available space. Comment [Comment [Comment [2.3 Application During application of stall covers, there were several interesting findings regarding the whereabouts of the cover after having been installed by the students. It turns out that not all street vendors put up the S-L cover for various reasons. The researcher found three distinct situations as follows: 1) The stall cover is still installed to this moment, 2) The stall cover is no longer installed, or had been installed for a certain period of time, 3) The stall cover was never installed, except during documentation. In the first situation, several street vendors are found with the stall cover in a maintained or less-maintained state. Installed stall cover has experienced desaturation of color and becomes dirty. This is probably due to exposure to sunlight and rain over the course of more than 7 months. This is understandable considering that the stall cover is located outdoors. However, some street vendors placed the stall covers indoors and maintained them in good condition. The reason behind that decision is because the stall cover looked good and its material thick enough and they were afraid it would degrade if installed outdoors. According to the author, the street vendors were not entirely correct targets considering that their business is mobile in nature. However, considering that the street vendors have limited capital, the research believes that it's acceptable. The third is a special situation entailing an installed stall cover which is not used according to its purpose. This was found in the case of a street vendor in Kutasari, who used his stall cover as a shelter during heat or rain. This is, of course, an unexpected result. The last issue is an installed stall cover but which is not positioned properly and visible from certain angles. The second situation is that not all street vendors are using or installing the stall cover created by the students. Regarding this matter, their reasons were as follows: the stall cover was damaged because of friction with sharp objects on the installation spot, or the previous cover belonging to the street vendor was sponsored and therefore must be put up according to contract. Regarding the first aforementioned issue, the researcher believes it to be an unforeseen situation and is therefore acceptable. However, the researcher believes that the second situation could be avoided. 2.4 Evaluation The evaluation mentioned herein is a process carried out by the students, including the creation of written report and reflection and the process of documentation and evaluation by the researcher in his/her capacity as a teacher. The students successfully created a stall cover according to their study instructions. Based on the students' report, there were no significant issues which hampered them from finishing their assignments. All students had a positive experience throughout the S-L. Through documentations in the form of photographs and short videos, the researcher was able to follow through with the process and stages of all sixteen S-L groups. Therefore, the distribution of assignments between small groups did not hamper the students in learning and being active throughout the entire S-L process. An evaluation carried out by the researcher after 7 months of S-L was deemed long enough to identify the impacts felt by the street vendors through interviews and discussion with students, street vendors and customers. The result of interviews with street

vendors is described in the following section. From the students' perspective, the researcher found a number of benefits. The students said that the S-L activity resulted in many benefits for having to meet directly with clients and therefore practicing the attitude of a professional designer. The students were also able to understand how the client thinks despite requiring more time at the beginning. They were trying to understand the client and finding the correct design solution to their needs. Knowledge about a client candidate is deemed to Comment [Comment [Comment [Comment [have increased their flexibility in performing Q&A to upstart their partnership. It is important to note that the emergence of a sense of meaning and being needed by the society is another positive aspect which inspired them to repeat their S-L participation or initiate similar programs in the future. In an interview with one of the stall customers, they expressed their appreciation towards this form of partnership, which not only promoted the street vendor's business but also contributed to the students' work experience in the future. When it comes to the use of stall cover, aside from the general benefits obtained by the street vendors, there are also several other situations regarding the cover's durability or period of use by each street vendor. It was found on the fields that: out of 32 street vendors who were made targets of S-L, 11 were still using S-L stall cover. 10 other street vendors used it for 1-3 months and 3 others did not use it at all due to the stall cover not being long enough, that they were still under contractual obligations with the sponsor and the font not being large enough. 1 street vendor changed his commodity. 1 street vendor moved out of town. 6 other street vendors were nowhere to be found. Discussion The researcher obtained a fact that the street vendors found the S-L program to be extremely useful and must even be improved because the students were able to integrate with the society where Petra Christian University is located. This is seen as an important matter because, throughout the years, students are regarded as exclusive individuals who never mingled with the common folk. Improvements can be made in the form of different kinds of social assistance, such as stall design or menu list as was suggested by several street vendors. Regarding a small number of street vendors who could not be evaluated, the researcher made this a suggestion for the teacher to anticipate similar circumstances in the future. During the S-L process, the street vendors felt that the students have done an adequate job in following up with their relationship since the beginning. The students had good behavior from the early stages of S-L and maintained a good relationship with the street vendors. Throughout the design consulting process, the students were able to mingle with the street vendors and no significant issues had occurred, far from the concerns of the researcher regarding the wide social gap between them. During the survey, the researcher found that the students visited the street vendors 3-4 times to conduct the survey, followed by a design consulting session and finally the stall cover installation. This means that the students are able to conduct partnership procedures properly according to instructions. At the end of their partnership, the street vendors and students made a photo together to confirm that the partnership has indeed resulted in a stall cover as required in the syllabus of Typography 2 course. Next, the first benefit felt by street vendors was that their stall became more comfortable and shaded, especially when they did not have any cover, to begin with. For the street vendors, the new stall cover also gave them a clear identity since many among them never paid attention to their own identity. Furthermore, the students' design had an esthetical value which made them happy and even proud to be in the partnership. In terms of design, several street vendors gave inputs such as additional color, stripes or certain images to the design elements, but most were confident in the students' own design. As such, there were no significant issues with the design. The new stall cover features the name of the stall owner and their food products in a clearer and more attractive manner. This has incited confidence in them. Nevertheless, the researcher found that the recent design did not adequately feature all of their food products. As a result, the stall owner had to add several elements to the stall cover. As such, the design revision initiatives had actually come from two directions, which means that the Comment [Comment [Comment [Comment [Comment [Comment [street vendor's needs have been fulfilled by the students despite several lacks due to the students' own limitations. It's that sense of belonging which brought significance and needs to this S-L model's implementation in the classroom. For future references, such issues must be anticipated by the teacher and tutors to improve the execution of S-L program. In regards to the selection of fabric for stall cover, the street vendors saw it as a good choice since it's more durable than what they had been using, made of outdoor vinyl. This Comment [also means saving approximately Rp300,000 to make a new stall cover. It provided quite a high value to them. Comment [Conclusion This program benefited both parties as stated above. A certain emotional tie was created between the students and the environment in which they study. Academically, the students learned to practice the Typography skills that they obtained in the classroom and at the same time developed the awareness and professionalism at the earliest possible for the future. The stages of preparations and execution of S-L were carried out effectively and no significant issues had hampered the students. However, generally speaking, the researcher found the following significant aspects throughout the S-L regarding its evaluation from the students' perspective: 1. A good adaptation with the street vendors can prevent issues of disparate communications. A group was particularly less effective in this regard and wasn't able to obtain complete information on the stall owner's cultural or historical backgrounds. If this issue can be mitigated at the earliest possible, it can help prevent further complications such as change of business, relocation of street vendors and the inaccurate size of stall cover in terms of location and safety. 2. The lack of observation of fellow street vendors can result in the design being less competitive or attractive to the consumers. 3. The students' lack of design meticulousness may result in the loss of a number of significant details on the stall cover. 4. Good teamwork may assist in the smooth operations of group assignment. On the contrary, a bad teamwork may result in difficulties or delays in work completion. 5. Inefficient time management may result in an inaccurate choice of S-L target and eventually ineffective or wasteful stall cover design. This has negative impacts on the completion time or design quality of the stall cover. Comment [6. Minimum experience in using the tools

