

SOUVENIR DESIGN BASED ON SKIN TYPICAL OF YOGYAKARTA STATE UNIVERSITY

by Ismadi, S.Pd., M.A., Drs. Iswahyudi, M.Hum., Emanuel Wikandaru GS M., Fathur Rouf Al Faroni.

ABSTRACT

The study is a research and development (R & D) aims to develop souvenirs typical of Yogyakarta State University. This research applies the model of research and development developed Sugiyono (2013: 409) outlining: 1) the potential and problems; 2) data collection; 3) design of the product; 4) evaluation of product design; and 5) the finished product. The results showed: 1) Products souvenir distinctively less Yogyakarta State University gave a deep impression on those who receive it; 2) Design of souvenir products distinctively State University of Yogyakarta done in three stages: a) exploration; b) planning; and c) the embodiment of the work, with more emphasis on the development of products of academic nuance; 3) Excellence souvenir product design distinctively Yogyakarta State University is located in: more nuanced academic, considering the aspects of ergonomics, visualization UNY on the ornaments, the selection of quality materials, and engineering that takes into account the aesthetic value.

Kata Kunci: *souvenir, skin, typical, UNY*