

PRODUCT DESIGN LEARNING RUPA ARTS EDUCATION DEPARTMENT BASED ON CREATIVE ECONOMY

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ABSTRACT

This research is an effort to present product design learning in the UNY FBS art education department based on creative economy. This R & D research uses literature studies and expert discussions to obtain data. Data analysis used is descriptive qualitative. The preliminary results of this study found the concept of creative economy gave birth to a product based on local culture with a problem basic learning approach. The concept is packaged in the form of lesson plan (RPS) and teaching materials for learning product design for art education students FBS UNY who are ready for trial. RPS is packaged in 16 x 250 minutes practical learning. Teaching materials are arranged in three chapters on the design of chivalry products, Yogyakarta's local wisdom, and creative economy.

Kata Kunci: Product design, local wisdom, creative economy