

ANALYSIS OF TYPES AND FORMS OF CRAFTS CREATIVE INDUSTRIAL PRODUCTS IN YOGYAKARTA

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ABSTRACT

This research was motivated by the uniqueness of the variety of handicraft creative industry products in Yogyakarta. The purpose of this study is to explore the uniqueness of the types and shapes of handicraft creative industry products in Yogyakarta. It is hoped that the results of this research will be able to provide information about the variety of unique products of the creative industries that currently exist and how the potential development of types and forms are related to the various factors that influence them. This research can be used to design designs to prepare innovative products to be developed in the creative industry. This research is a descriptive qualitative research. The research subject is the product of the craft creative industry. Sources of data are taken from library studies, observations and interviews. The results of the study show that the types of creative industry products in Yogyakarta are divided based on the function of product use, type of product material and the way of production. The uniqueness of the shape of creative industrial products includes the uniqueness of the ingredients and the treatment of materials, the uniqueness of the manufacturing techniques and the existence of local wisdom elements regarding the meaning of the form manifested.

Kata Kunci: *form, product, creative industry*