2021
INTERNATIONAL CONFERENCE ON PRODUCT SEMANTICS

CERTIFICATE OF APPRECIATION

to

ASST. PROF. AG. DICKY PRASTOMO
SOEGIJAPRANATA CATHOLIC UNIVERSITY

for having been the

KEYNOTE SPEAKER

in
2021 INTERNATIONAL CONFERENCE ON PRODUCT SEMANTICS

Chi-Wen Lung. PhD.
General Chair

Peter Ardhianto, M.Sn
General Chair

2021

INTERNATIONAL CONFERENCE ON

PRODUCT SEMANTICS

January 12, 2021
01.00 PM (Taiwan Time)
ONLINE – Microsoft Teams

CONFERENCE BOOK

Keynote Speakers

Prof. Yinghuei Chen
Dean of International College,
Asia University - Taiwan

Assoc. Prof. Chi-Wen Lung
Dept. Creative Product Design
Asia University, Taiwan

Asst. Prof. Bayu Widiantoro
Head of Dept. Visual Communication Design
Soegijapranata Caholic University, Indonesia

Asst. Prof. Dicky Prastomo
Vice Dean of Faculty Architecture and Design
Soegijapranata Caholic University, Indonesia

Asst. Prof. Peter Ardhianto
Dept. Visual Communication Design
Soegijapranata Caholic University, Indonesia

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Presenters

Radita Oktaviani
Yogyakarta State University

Eva Aulia Ratih
Yogyakarta State University

Product Semantics Srategy on Branding

Fikriatul Irdina A.
Yogyakarta State University

Vanesa Frisillia
Yogyakarta State University

Products Emotion and Metaphor

Annas Tashia Widiastuti
Yogyakarta State University

Ega Kandela Putri
Yogyakarta State University

Product Semantics Innovation

Tiarani Widia S.
Yogyakarta State University

Nadia Binti Hasbullah
Yogyakarta State University

Nadhira Nurul Aulia
Yogyakarta State University

Creative Concept of Product Semantics

Fitri Nurjanah
Yogyakarta State University

Lu'lu'ul Nabillah
Yogyakarta State University

Product Semantics Communication

Intansari Nurrohmah
Yogyakarta State University

Hiskia Hilda Tabita P.
Jakarta State University

The Making Sense of Semantic Design

Contents

__Foreword__

Honorable President of Asia University,
Dean of International College, Asia University
Head of Creative Product Design, Asia University
Honorable keynote speakers,
Also, presenters and participants of 2021 International Conference on Product Semantic.

The academic virtual conference is an agenda at the Product Semantic virtual exchange course. This conference is the outcome of one semester learning in the product semantic course. As well as a measure of the success of virtual learning initiated by the international college at Asia University and add insight for students and lecturer.

The conference's goals include:

1. Knowledge and experience sharing between presenters and participants about the product semantics, its used, and its effect on social environment from various disciplines.

2. Enrich the experience of presenters and participants in sharing their ideas at international
academic event.

This international conference present 5 Keynote speakers from Taiwan and Indonesia:

1. Chair Professor Yinghuei Chen
    Dean of International College, Asia University - Taiwan
2. Associate Professor Chi-Wen Lung
    Creative Product Design Department, Asia University - Taiwan
3. Assistant. Professor Bayu Widiantoro
    Head of Visual Communication Design Dept., Soegijapranata Catholic University - Indonesia
4. Assistant. Professor Dicky Prastomo
    Vice Dean of Faculty Architecture and Design, Soegijapranata Catholic University - Indonesia
5. Assistant. Professor Peter Ardhianto
    Visual Communication Design Department, Soegijapranata Catholic University - Indonesia

This year we have 6 paper study and 15 participants with various topics including product semantics communication, innovation, creative concepts ideation, metaphor and emotion.

Chairman of 2021 International Conference on Product Semantic

Chi-Wen Lung, PhD.

Organizer

General Chair

Assoc. Prof. Chi-Wen Lung
Dept. Creative Product Design
Asia University, Taiwan

Asst. Prof. Peter Ardhianto
Dept. Visual Communication Design
Soegijapranata Caholic University, Indonesia

Assistants to General Chair

Asst. Prof. Dicky Prastomo
Vice Dean of Faculty Architecture and Design
Soegijapranata Caholic University, Indonesia

Asst. Prof. Bayu Widiantoro
Head of Dept. Visual Communication Design
Soegijapranata Caholic University, Indonesia

Conference Schedule

Time	Activity
12.30-13.00	Registration
13.00-13.10	Opening Address by the Dean of International College Asia University - Taiwan
13.10-13.30	Plenary Sessions with Asst. Prof. Bayu Widiantoro & Asst. Prof. Dicky Prastomo – Indonesia
13.30-15.00	Presentation Session 13.30 - 13.45 Intansari Nurrohmah & Hiskia Hilda T. P. 13.45 - 14.00 Fitri Nurjanah & Lu'lu'ul Nabillah 14.00 - 14.15 Fikriatul Irdina A. & Vanesa Frisillia 14.15 - 14.30 Radita Oktaviani & Eva Aulia Ratih 14.30 - 14.45 Annas Tashia Widiastuti & Ega Kandela P. 14.45 - 15.00 Tiarani W. S., Nadia H. & Nadhira N. A.
15.00-15.10	Clossing Address by Conferences Chairman

Selected Papers Submission

The Making Sense Design of Smart Speaker Assistant

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Abstract— Smart Speaker Assistant is one of the biggest inventions that first introduced by Alexa in 2014 which was started by Siri as Voice Assistant in 2010 and this invention has become one of the smart home appliances that are installed by many users from any range of age in many countries, especially America. Smart Speaker Assistant is capable to do many things such as entertaining, retrieve news and information, manage the user's schedules, contact friends and family, and adjust or control the smart home appliances that have been connected to the smart speaker assistant. This research aims to find out the making sense design of the Smart Speaker Assistant based on its form, function, and user trust as a smart home appliance. The method used for this research is descriptive qualitative research and collecting data by a semi-structured interview with some experts in design and electronics also supported by literature review. By researching the making sense design of Smart Speaker Assistant through the semi-structured interview form the experts and the literature review it's become evident that the evaluation of the form, function, and the customer's trust becomes the evidence that the product of the Smart Speaker Assistant design that has been created is making sense

Keywords— Smart Speaker Assistans; design; making sense; product; home appliance

Introduction

One of the biggest inventions in technology that we found today is the Smart Speaker Assistant. This invention has been used for the first time in the United States and then it spreads a lot in many countries so that many people are trusting this product, for the past four years (Paul, 2019). In the modern era in 2010 , Siri came out as the modern era of voice assistants which also the first voice assistant that reach a wide global audience. And then it was followed by Google Now by Google and Microsoft's Cortana by Microsoft (Hoy, 2018). Years after in 2014 Amazon introduced the very first Smart Speaker Assistants which are Alexa Voice Assistant and Echo Smart Speaker Assistant. The launch of Alexa increased the number significantly after its skillset was introduced. After Alexa was released the other company also joined the Smart Speaker Assistant

business such as Google introduced Google Assistant as part of the messaging application, Allo. Other companies like Alibaba, Apple, Baidu, and Samsung also launched either AI-powered voice bots or smart speaker (Paul, 2019). This showed the big impact of the Smart Speaker Assistant invention and brings the competition out between the global companies to make the newest device of smart speaker assistant.

This Smart Speaker Assistant is supported by Artificial Intelligence technology. Voice AI is supported by natural language processing which takes a variety of combinations of inputs to trigger one functionally. Voice assistants improve by observing more what voice commands people give and improving computational linguistics (Keates, 2019). Every Smart Speaker Assistant has different specifications. But generally, there will be the power button, the volume button and it will connect with the smartphone by Bluetooth. The three biggest brains of this Smart Speaker Assistant are Alexa, Google Assistant, and Siri. Alexa by Amazon provides capabilities or skills that enable customers to create a more personalized experience, and it contains such as skill finding, Plex to manage the media, Hive to control the heat, nest to control the light and there are more skills that Alexa can give. Then Google Assistant not only available on Google brand itself, but it also available in many different brands like Xiaomi, Lenovo, Sony, and JBL. The Google Assistant that integrated into Google Home allowing the users to speak voice commands to control interaction with them for example it supported services include Google Play Music for audio and Netflix for videos. The last brain is Siri which is integrated with The Home Pod and brings to the table outstanding sound quality and highly accurate syncs with Apple Music (Keates, 2019).

Generally, there are many similarities of this device from the available brands e.g., clear instructions and steps, easy access to support, consistent wording, enough contrast between text and background, clear error symbols, etc. However, there are also additional aspects to take into consideration, such as the industrial design of the speaker, audio cues, light cues, and the interaction of an accompanying app in conjunction with all of these things. The form is not only considered by its looks but also by how the brand of the device considers the setup and user experience of smart speakers. The first form that the user can see from the device is definitely the packaging and then because this device is new and potentially complicated so it has to include paper instructions in the box with any instructions that should be easy to understand and provide visual help. Then the setup app should be easy to use. One way of ensuring this is by providing a step-by-step progression of what needs to be done to set up the app. Simple yet effective animations also help. There should also be a clear visual indicator that indicates that the setup of the

speaker from setting up music and voice control, connecting mobile devices to the speaker via Bluetooth, and after it, all set up it should be made clear to the user that the system is ready for use. When the user is able to use the Smart Speaker Assistant easily without additional help one is set up, but a good system should also provide access to support especially one that includes new technology and physical devices (Donath, 2019).

We knew that this product most buyers are using it to supporting household appliances along with entertainment and information seeking use (Pyae & Joelsson, 2018). In 2018, about 43 million Americans own a Smart Speaker Assistant to support their home appliance. This is 18% of the adult population in 2 years of the Smart Speaker Assistant's existence. And by that number, 54% of Smart Speaker Assistant is owned by women (Baer, 2018). Those numbers show that a smart speaker assistant should be a great product to help people with their daily activity. From activating the television, air conditioner or even turning on lamp and stove. This makes the design of this product should be clear enough for the users to use it. Not only the design but also the software that installed, language and word embeddings that used in this product also give the impact to the result that done by the smart speaker assistant (Bentley et al., 2018).

The form and function that has been explained before can make a big impact on the product purchase. As research ever made in America, which was the first country where Smart Speaker Assistant was introduced at, 27% of Americans who owns smart speaker assistant for more than a year, owns 3 of it now. About 61% of the smart speaker assistant users are recommended by their friends to purchase this product. People in this number also choosing the smart speaker assistant as a gift (Baer, 2018). But if the product is complicated to be operated, it will be a different experience and also testimonials from the users.

As we knew that this research based on the making sense design so we make three big questions to be discussed. First one is the evaluation of the form, then the evaluation of the function, and the evaluation of the customer's trust. We will find out the results of these three big questions through this research.

Methods

This research was done to find the correlation of both variables, also to test the theory and to get the most detailed result, the method that we use for this research is qualitative research. Qualitative research simply requires a broader and less restrictive concept of "design" than the traditional ones described above. Thus, (Becker, Geer, Hughes, & Strauss, 1961) by state. Essentially, qualitative content analysis involves interpreting, theorizing, or making sense of data by first breaking it down into segments that can be categorized and coded, and then establishing a pattern for the entire data set by relating the categories to one another (Gubrium & Holstein, 1997).

"Method" refers to the tools, techniques, or procedures used to generate data (Kaplan, 1964). In conducting qualitative research, interviewing is a set of techniques for generating data from individuals and or groups utilizing structured, semistructured, or unstructured questioning formats. Generally, semi- or unstructured, open-ended, informal interviewing is preferred to allow for more flexibility and responsiveness to emerging themes for both the interviewer and respondent. The analysis of transcribed interviews is dependent on the specific methodological approach employed (e.g., the meticulous word-to-word transcription of conversation analysis to the more broad-based thematic analysis of ethnographic interviews

(Holstein & Gubrium, 1995). Often, interviewing is used in conjunction with other modes of data collection like focus groups, case studies, ethnography, and or, or participant observation. Qualitative researchers may also do something similar by showing interviewees an object, image, or some other stimulus to prompt further reflection. In social scientists' quest for truth and understanding, text and context have value for all, regardless of methodology (Jackson, Camara, & Drummond, 2007).

For the result needed in this research, collecting data by a semi-structured interview will be the best way for it. A semi-structured interview is which aims to explore the in-depth experiences of research participants and the meanings they attribute to these experiences (Adams, 2010). Therefore, we are going to interview some experts in design and electronics. Then we also use literature review to support the research.

Hence, we have prepared some questions for the interviewees. The questions are about :

1. The interviewee's knowledge of Smart Speaker Assistant product.

2. The form, function and trust of the Smart Speaker Assistant product.

These topics are going to be the main questions to support this research.

Results

A. Interview

As explained before, this research is using semi-structured interview to get the best and the most detailed result. We also have Dr. Muhammad Yusro, M.T., M. Pd and Rotua Magdalena, M.Sn as our interviewees. Dr. Muhammad Yusro, M.T., M.Pd as the expertise of electronics and Rotua Magdalena, M.Sn as the expertise of design.

Here are the result that we get from the interview.

	Dr. Muhammad Yusro, M.T., M. Pd	Rotua Magdalena, M.Sn
1. Did the interviewee ever heard about smart speaker asssistant product before? If yes, how?	Yes, for the scientific research necessity.	Yes, from a friend who works in robotics.
2. Did the inteviewee ever or now using smart speaker assistant product before? If yes, for how long and how many item?	Yes, for about six years and 1 item.	No.
3. The evaluation of the Smart Speaker Assistant forms		
a. How's the interviewee's opinion when	The form that used for the	The design of the Smart Speaker Assistant is

they see the Smart Speaker Assistant based on its design or form?	design of the Smart Speaker Assistant is elegant, modern, interesting, yet simple	simple yet futuristic.
b. Are the design of the Smart Speaker Assistant based on its form, colors, and materials have created understandable?	The materials used such as ABS plastic, aluminum, and metal has made getting smoother and tidier.	Yes it is, because the material used has matched its color.
c. What is the input from the interviewee on the design product of Smart Speaker Assistant?	From the practical side, it's good if the device is smaller yet simple so the user can bring it anywhere to support the high mobilization.	By the design, it's good if it has the motor skills so the user can bring it even if they're not in the house or it can bring outside the house
4. The evaluation of the Smart Speaker Assistant's functions		
a. How's the interviewee's opinion when they see the Smart Speaker Assistant based on its function?	From all of the functions of Smart Speaker Assistants have the same function, such as for entertainment, support the kitchen, and the whole house, and it has done a good job to support the needed of the user. But in Indonesia generally, Smart Speaker Assistant is just used to doing entertainment such as playing music and playing video, even though it can use more than that is to help human work.	The Smart Speaker Assistant is very compatible because people getting busier day by day. It's also useful in the future because in the house there will be no housemaid anymore.
b. Are the function of the Smart Speaker Assistant has created	By the market needs, the function of the Smart Speaker Assistant has	The function of the Smart Speaker Assistant has compatible with

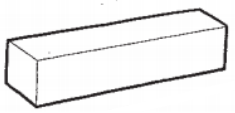|		
applicable for the user's needed?	compatible with the user needs.	the user and market needs.
c. What is the input from the interviewee on the function of Smart Speaker Assistant?	By maximizing the function of the Smart Speaker Assistant, not just in the entertainment section, and also making more approach to a different kind of user such as disabled people. So, it can help human needs and works more.This device also needs some upgrading so it could understand more language and word embeddings. And also needs to make sure the user's privacy safety. Therefore no private information was leaked by using the smart speaker assistant.	By maximizing the function for distance, the user can use it not just in the short distance.
5. Trust evaluation of Smart Speaker Assistant Product		
a. Based on the design and function of the Smart Speaker Assistant Product, the interviewee are interested on trying the product?	Yes.	Not yet.
b. Based on the design and function of the Smart Speaker Assistant Product, shows that this product is a recommended product for public to try?	Yes, but it will be better if the product gets upgraded following the user's needs.	Yes, by looking at the functions and daily needs of the users. This device is also suitable for people in the upper-middle class.
c. According to the interviewee, how does the consumer's	Depends on the quality of the product. Some people might buy	The design form of the product, which looks simple and

willingness to repurchase more Smart Speaker Assistant?	things because they want to try them, but some are buying them due to satisfaction with the previous use. So far, this smart speaker assistant already has good quality based on the form and function offered by this product.	futuristic, would be a great addition to home interiors. This also depends on the user's needs.

B. Literature Review

The making sense design consists of a variety of design elements such as shape or form, color, and material of the product that combined to achieve the product semantics and maximize the match the user's emotional needs. Besides the user can maximize the function of the product, so that the user also can give trust to the product. Hence, this research-based the evaluation of the form (include the shape, color, and material), the evaluation of the function, and the evaluation of the trust of the Smart Speaker Assistant.

1. The Evaluation of the Form

This section discusses the evaluation of the form that consists of shape, color, and material. Shapes can be used to describe the product's function or express characteristics the designer wants to convey. Shapes also elicit different emotional responses and can be used to attract attention or affection from users (Sunde, 2017). So, every different shape has a different meaning. Some shapes look thick or light, solid or unstable while others can create speed or flexibility. Studies said that a product can reveal itself by its appearance and its function is to express something (Mono, 1997). It can express to the user how are the characteristics of whether he is patient, hot-tempered, or friendly, are they educated and experienced, and his type of person. When we wish to tell someone what a product expresses, we often use words similar to those we use to describe a person (Mono, 1997). He also gave examples about it such as a coffee machine looks friendly, a motor is quiet, a chaur appears inviting, the form of lawnmower seems aggressive and a toy manufacturer's logotype looks happy.

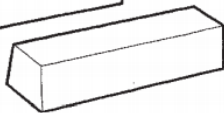|	
	A casual block expresses simplicity.

	The sloped sides of the block express stability
	The form appears dense based on its compact appearance.
	The shape expresses lightness based on its recessed edge.
	The different heights in its cross-section express flexibility based on its ability to fit various space requirements

Figure 1, Shows the changes in a shape that can change its expression. Adapted from (Mono, 1997)

Every different kind of form or shape also has its meaning that can derive from the product that the user chose. Every user has his own perspective of the product form and why they decide to buy the product after seeing the appearance of its form or shape. There's a user who chooses the product with round shapes which are considered logos are generally perceived as more harmonious and less aggressive than angular ones (Zhang, Feick, & Price, 2006). The Impact of Self-Construal on Aesthetic Preference for Angular Versus Rounded Shapes (Zhang et al., 2006). So it's fitted with simplicity. But on the other hand, there's a user who chooses the product with the angular one because it's looking more attractive. From this, studies show that angular and sharp-featured objects trigger the amygdala in the brain, which processes fear (Sunde, 2017). At the same time, angular objects activate more thought processing and are therefore more interesting to look at. So this shape can also attract more attention than round objects (Lidwell, Holden, & Butler, 2010). A recent study (Bar & Neta, 2006) also wrote that angular shapes represent a confrontation between a stimulus and its surroundings, hence the aggressiveness connotation, whereas rounded shapes present no such clash between stimulus and surroundings. Studies from (Sunde, 2017) said that the human mind is adept at recognizing patterns and certain shapes are interpreted as humanlike, or anthropomorphic, and then to maximize the aesthetic appeal, an abstraction should be used instead of a realistic depiction. Anthropomorphic shapes can be used to attract attention and eliciting effective responses from the user (Lidwell et al., 2010).

Considering from the paragraph above, every shape can attract the attention of the user, it could be a round shape and angular shape. The angular shape represents aggressiveness and

confrontation, but then the round shape looks calmer and more harmonious.

Besides the shape or the form, one of the important things about product design is the colors. Color is an important factor of our environment and is used as a form of expression since childhood (Sunde, 2017). Color is used in design to attract attention, group elements, indicate meaning, and enhance aesthetics. Based on the studies, colors become on of the most important things in the form of a design, because color can make designs more visually interesting and aesthetic, and can reinforce the organization and meaning of elements in a design (Lidwell et al., 2010). Studies said that saturated color (pure hues) is the priority to attract attention. Use desaturated colors when performance and efficiency are the priority. Generally, desaturated, bright colors are perceived as friendly and professional; desaturated, dark colors are perceived as serious and professional; and saturated colors are perceived as more exciting and dynamic (Lidwell et al., 2010).

The expression of color is both subjective and objective depending on the context (Itten, 1995). A fire extinguisher is red to aid visibility but has a different meaning when applied to a sports car and then when considering the seasons, blue objectively represents and green spring. Blue is also the color of clear skies but if a person is "feeling blue", he or she is feeling depressed (Sunde, 2017). So, there is no substantive evidence supporting the general effects of color on emotion or mood. Similarly, there is no universal symbolism for different colors different cultures attach different meanings to colors. Therefore, verify the meaning of colors and color combinations for a particular target audience before use (Lidwell et al., 2010). So, it is reasonable to assume that dark colors will make people sleepy, light colors will make people live, and irritating colors will make people irritated. Otherwise, the only observable influence of color on behavior is its ability to lead people to repaint walls unnecessarily. For those determined to try to calm drunks and win football games through the application of color (Morton, 1991).

White	Clean, quiet, purity, airy
Black	Powerful, tough, bold, elegant
Red	Intimate
Yellow	Happiness
Orange	Fun, cheeriness, exuberance, optimistic
Green	Natural, unrefined
Blue	Reliable, trust, stable, calming
Purple	Creative, fragrant
Grey	Classic, practical, reserved, neutral

Figure 2. Some color associations in the western context (Gutsch, 2011) Cited from (Sunde, 2017)

Considering the paragraph above, every color also becomes one of the important things from a design because the color is used in design to attract attention, group elements, indicate meaning and enhance aesthetics. Then the expression of color is both subjective and objective, so it can have different meanings depending on the context.

The use of colors might be an obvious one, but many product's colors come through the materials used, and it also becomes one of the keys of the form of a product design. The materials used in a product can be chosen for many reasons. Often, they are selected by some required criteria of strength, weight, or cost (Sunde, 2017). There are many factors or constraints to be considered in selecting materials, and there are course some situations that the certain criteria for material are defined at the beginning of the design project (Karana, Hekkert, & Kandachar, 2008). Designers also select material on an aesthetical basis, as materials have different characteristics such as textures, colors, tactile feel, and reflectance, all elements that can be exploited in design (Terrance J Kavanagh. (2012). Old materials, New Materials. In (Garner & Evans, 2012).

Materials, offering distinctive characteristics, are key factors in design for improving products. They do not only affect the use and function of products but also contribute to the creation of meanings and particular experiences (Karana, 2009). The author of Meanings of Materials also wrote that material not only affects design objects made of that material, but also the objects made of other materials, and materials are used as the materials in design symbols of beliefs; they convey meanings and elicit emotions. . In the past, manufacturing technologies were limited, so it also affects the limitless of the materials, but in the 21st century, designers have expanded their use of materials and are increasingly using materials to convey meaning in their products (Karana et al., 2008). Now, metal can appear in organic forms and high-tech ceramics are used in electronics. Materials can be symbols and legacies of design approaches to support form and function. For example, Art Nouveau is associated with wood, bronze, and iron, and Streamline with steel and aluminum. Wood, ceramics, and stone, for example, are very often used in Zen design, which is considered as a balance between detail and ease of use, particularly in East Asian cultures such as Japan, China, and Korea (Karana, 2009).

Material has a great influence on how the product is perceived beyond aesthetics, due to the associations and perceptions of the material. Materials often carry associations before they create gestalts with the whole of the product; wood has an innate warmth and evokes craftsmanship whereas metal is colder, precise, high tech and durable (Arabe, 2004). (Karana, 2009) also said that the designers select materials not only for physical benefits but also to convey their ideas and give character to their products.

Considering from the paragraph above, every material also become one of the important things from a design because it affects the use and function of products, contribute to the

creation of meanings and particular experiences, and also the materials are used as the materials in design symbols of beliefs; they convey meanings and elicit emotions.

From this evaluation form, we can conclude that there are three important things so that we can call the design is making sense are from the form or shape, the color, and the materials. From the form is that every shape can attract the attention of the user, it could be a round shape, angular shape, or another shape. Then the angular shape represents aggressiveness and confrontation, but then the round shape looks calmer and more harmonious. The color is because the color is used in design to attract attention, group elements, indicate meaning, and enhance aesthetics. Then the expression of color is both subjective and objective, so it can have different meanings depending on the context. Then the last thing which is material is that every material affects the use and function of products, contribute to the creation of meanings and particular experiences, and also the materials are used as the materials in design symbols of beliefs; they convey meanings and elicit emotions.

Then there are evaluation forms of the Smart Speaker Assistants or analyses based on personal interpretation of the literature review above, and we cannot know if they are accurate according to the designers' intentions. based on and include the latest Smart Speaker Assistant from some big brands.

Products	Name	Evaluation Form
https://www.techradar.com /reviews/google-nest-audio	Google Nest Audio 2020	The form of this Google Nest Audio 2020 is around and symmetrical shape and the looks that it has represented the subtle and simple. The color used is white which represents purity and it makes the appearance airier. This speaker is made from 100% recycled plastic bottles and the inside is made from 70% recycled plastic plus aluminum and magnesium, which means represents sustainable living.
https://www.apple.com/ homepod-mini/specs/	HomePod Mini 2020	The HomePod Mini 2020 also has a round shape for its form which looks friendlier and it is wrapped by mesh fabric so it gives a different experience of the tactile. Apple called the color Space Grey which looks like black color and it looks like a tough product. The material used is 99% recycled earth elements and 35% or more recycled plastic in multiple components and the packaging also made from 100% of virgin wood fiber which also represents zero waste living.
www.amazon.com/dp/ B084J4QQK1	Amazon Echo Dot 4th Gen Kids Edition	The Amazon Echo Dot 4th Gen Kids Edition has a round shape so it looks humorous and supported by the cute tiger character that represents the brave and cute kids. Matched with the main color that it has which is orange that represents fun and cheeriness. 50% post-consumer recycled plastics, 100% post-consumer recycled fabric 100% recycled die-cast aluminum, and the packaging is made from 99% wood fiber-based materials which also support and represent sustainable living.

Figure 3. Some Evaluation of Form of SSA

From the biggest three Smart Speaker Assistants above we can conclude the evaluation of the form that they stuck on the round shape which represents the subtle, simplicity, and they give the friendlier looks. On the other hands, the color that used are different between one and the other, so it can represent the different meaning and looks that it has too. Then from the materials that were used, they have made the campaign of sustainable living and using a zero-waste system, so they provided the recycled materials from the inside and the outside of the Smart Speaker Assistant.

2. The Evaluation of Function

From the results we get, we can conclude that almost any product of Smart Speaker Assistant's function is quite similar. It has an entertainment function, looking for information and also to do the order that requested by the users, like navigating and turning on/off the connected home appliance. Those abilities were easily activated by a "keyword". Once the Smart Speaker Assistant hears the keyword, the device will record the user's voice and sends it to a specific server, which in that server the voice of the user's will interprets a command (Hoy, 2018). Not only that, the voice sensitivity of the device can give some impact on the device's comprehension (Hashemi, Williams, Kholy, Zitouni, & Crook, 2018). Each product of Smart Speaker Assistant has its own unique feature installed in it. But for the core functions, they're all the same, like what has been explained in the beginning. Voice assistants differ from earlier voice-activated technologies in that they can respond to a much larger number of commands and questions. This is because they are always connected to the Internet (Hoy, 2018). Another research found that Smart Speaker Assistant should detect user's voice more correctly to reduce the repetition of commands, removing background noises so the command will be clearly understandable by the Smart Speaker Assistant, and Integrating the Smart Speaker Assistant with the other device and systems so the command will be done much easier nd correctly (Pyae & Joelsson, 2018).

Research ever made also conclude that language and word embeddings are an important point of this Smart Speaker Assistant device (Pyae & Joelsson, 2018). Many positive experiences that users have been gotten, but language installment is one of the most recent upgrades that they ask for. Users are saying that some Smart Speaker Assistant only supports a few foreign languages and Non-English words aren't captured as correctly as the English word by the device (Pyae & Joelsson, 2018). How users pronounce each word and each command is also impacting how the Smart Speaker Assistant will respond to. This means Smart Speaker Assistant is strongly related to the language that the device has installed and word embeddings. Fortunately, answering the needs of the Smart Speaker Assistant users, there are lots of tech industries that start to producing the Smart Speaker Assistant with many languages installed in it. Local tech industries also try to making innovation by producing a Smart Speaker Assistant that not only suitable in their home countries but also installed with the most updated features, for example, is Widya Wicara from one of the local tech industries in Indonesia, PT Widya Informasi Nusantara.

Figure 4. Widya Wicara Smart Speaker taken from (Clinten, 2020)

Another thing that became the main talk of this product is the security and privacy of this product's user. Since the launch of this product, many questions are blown up like what is being recorded, how collected information from the use of Smart Speaker Assistant will be used, and how the privacy of the users will be protected (Lau, Zimmerman, & Schaub, 2018). Research made and shows, some of the Smart Speaker Assistant users are not too aware of their privacy through commands that they have shared before on Smart Speaker Assistant. However, this doesn't mean there are no users that aware of their privacy. Still in the same research, it says that the data were actually in a base for a temporary time (Malkin et al., 2019). This shows the Smart Speaker Assistant is highly looking for user's trust by keeping the user's privacy.

3. The Evaluation of Consumer's Trust

Trust is an important thing for a community or promise, and commitment just can be realized if it means something. There will be trust if the customers believe that service providers can be believed and has a high integrity degree. (Adi, 2002). Then, trust can be defined as a customer's trust based on the customer's confidence that a company can be reliable and has high integrity (Saparso, 2014). It's supported by a statement that customer trust is customer's confidence in a product or company (Vasquez-Parraga & Sahagun, 2020). Also described as a belief in the given content of a social commerce organization that enhances e-word-of-mouth and the purchase intentions of customers. Customers are more likely to buy from people they trust or purchase a product or service that performs what it claims (Naem & Okafor, 2019).

User satisfaction has been considered as one of the measures of the success of customer's trust. Satisfaction means to feel content after what the person desired or wanted (Khadka & Maharjan, 2017). Customer satisfaction has significant

influences on the customer's trust and loyalty. Moreover, customers ' trust influences the positivity and significantly on costumer's loyalty (Madjid & Widiastuti, 2013). Customer satisfaction is an assessment result of overall service gave by the company, and consists of three dimensions are the product's quality, the product's price, and the service received whether it fulfills the customer's needs and wants (Saparso, 2014).

The success of the Smart Speaker Assistant sales is one of the evidence of the customer's trust. Smart Speakers, representing network-connected speakers with integrated virtual assistants, are becoming increasingly pervasive in households. By the end of 2019, 200 million smart speakers will be present in the market worldwide, with 46% of the devices in US households (Chandrasekaran, Linden, Fawaz, Mutlu, & Banerjee, 2018).

It's also supported by the research from Edison Research on spring season 2020, 24% of Americans own a Smart Speaker Assistant, which is an increase from a year before on winter season 2020 just 21% of Americans who own it. That's become the evidence of the customer's trust in the Smart Speaker Assistant (Tom & Joel, 2020). Based on the latest research from Edison Research on spring season 2020, there are keys statistics about Smart Speaker Assistant in 2020 on Spring Season that supported the customer's trust. The key statistics about Smart Speaker Assistant in 2020 are around 60 million people in the US-owned Smart Speaker Assistant, which a year before was 51 million. Then the increasing amount of the Smart Speaker Assistant by the customer at their home which 29% of the population has three and more Smart Speaker Assistant. 43% of the new owner of Smart Speaker Assistants more often use it after the first-month of purchasing. Then 55% of the user of the voice assistant agree that the voice assistant in the Smart Speaker Assistant is better than the voice assistant on the smartphone (Tom & Joel, 2020).

According to the paragraph above, the increase of the Smart Speaker Assistant sales and the increase of the new user is the main key to the evidence that this product has their own trust from the customer.

Discussion

From the interview that we had done before and the literature review that supporting it, we found the results to talk about. To start this part, we are going to talk about the form first. Based on what the interviewees had said before, most Smart Speaker Assistants are having an elegant, modern, simple, and futuristic design. Those descriptions surely describe how the Smart Speaker Assistant got the intention of the user and make it interesting to be tried on. Every kind of shape or form could derive the message or meaning that the designer wants to through their product, in this case, the Smart Speaker Assistant. The rounded design looks much harmonious (Zhang et al., 2006) when on the other hand, the angular design might look much aggressive (Bar & Neta, 2006). Colour also gave another point of the form or design of the Smart Speaker Assistant. Based on the studies, colors become on of the most important things in the form of a design, because color can make designs more

visually interesting and aesthetic, and can reinforce the organization and meaning of elements in a design (Lidwell et al., 2010). The different colors gave different meanings, that's why we can see that most Smart Speaker Assistant looks simple, elegant, and modern because most of it using white and black as their product's color. But this doesn't mean there are no other colors ever used in the Smart Speaker Assistant product. As we can see in the latest generation of Amazon Echo and Google Home that using some colors and pattern for the skin, and also in Baidu Raven that used so many colors in the product. Another thing to talk about in form is the materials. Materials used for the Smart Speaker Assistant can affect the use and function of the product. Not only that, but materials also contribute to the creation of meanings and particular experiences (Karana, 2009). The same literature also said that the designers select materials not only for physical benefits but also to convey their ideas and give character to their products.

The second is the function of this Smart Speaker Assistant which also became the reason why users are choosing it as their smart home appliance. As the result we have found before, Smart Speaker Assistant users are mostly using it for entertainment use, supporting smart home appliances, and also for information research. When the keyword was said by the user, the Smart Speaker Assistant will directly do the command. This keyword will be recorded and sent to a specific server which in that server the voice of the user's will interprets a command (Hoy, 2018). However many users still need to do some repetition on saying the command. This problem might appear due to the product's word sensitivity, word embeddings, and also languages that are installed in it. Language and word embeddings are the main points of Smart Speaker Assistant (Pyae & Joelsson, 2018). Even though Smart Speaker Assistant only records the voice of the users for a while, privacy and security also became the topic of talk about this product. Some users might not aware too much of it, but some are. Fortunately, research says that the data were actually in a base for a temporary time (Malkin et al., 2019). This means the privacy and data of the users are not going to be leaked anywhere.

The last result that we found is about the trust that this product gain from users. There will be trust if the customers believe that service providers can be believed and has a high integrity degree (Adi, 2002). And we can see from the innovation, change, and adjustment that Smart Speaker Assistant does surely increase the trust of the customers in their products. The involvement in form, materials that are used, software, languages that installed, and also privacy security became the reason why this product still alive in the market and users keep purchasing it.

After all, we can conclude that the Smart Speaker Assistant is a product that understandable to be used, it also appears in many forms and designs that suitable for any kind of user's taste. And the Smart Speaker Assistant is also a product that worth trying and buy, based on its function and form. In the future, further research about Smart Speaker Assistant should be done more, so not only the trust of the users that gained through it but

also acknowledgment about the Smart Speaker Assistant and consumer can be familiar with this product.

Conclusion

Smart Speaker Assistant become one of the biggest inventions in technology and representing network-connected speakers with integrated virtual assistants, are becoming increasingly pervasive in households. The product has to include making sense design so that it can be understood the semantics of the product. With the evaluation, the evaluation of the form, then the evaluation of the function, and the evaluation of the customer's trust are entering the new comprehension about the making sense design of the Smart Speaker Assistant.

From the evaluation of forms, we can found out that the shape or the form, the color, and the material that use in the Smart Speaker Assistant have their way to convey the meaning of each other design. Then from the evaluation of function, we can know that the Smart Speaker Assistant was created to be compatible to help the human's work. Based on the evaluation of customer's trust the increased number of users and sales of the product becomes evidence that this product is successfully approved by society. From these three evaluations, we can conclude that the Smart Speaker Assistant has evidence that the design that has been created is making sense.

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The Influence Of Human Sense in Design as Process of Communication

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Abstract-Products or objects have a message that they want to convey to the user. Product semantics become a link in the communication process. In design as a communication process, there are five main elements, one of the element is sense (receiver). The purpose of this article is to describe how human senses, especially the three major sense which are visual, touch and hearing direct communication between products and users on smartphone. This research uses descriptive analysis method. The data collection was execute based on literature review and questionnaire. Source are theoretical research in journal articles or books. The finding of this study is the elaboration of the relationship between human senses in the communication process between products and users and their exploration in real life products.

Keywords-Smartphone, Senses, Visual, Touch, Hearing
,

I. INTRODUCTION

Klauff (1984), introduced product semantics as a study of the symbolic qualities of man-made forms in the cognitive and social contexts of their use and the application of the knowledge gained to objects of industrial design (Klaus, 1989). Hector & Stephen (2010), stated that products are mediators of communication, carrying numerous information. The designer encodes these messages during the process of form finding, as elements of design and joins them to a composed shape. The user decodes the messages by acquired skills and values during the process of perception and usage—he identifies cognitive patterns (Chen. L, et al, 2010) .

A product can be categorized as a good product if the product is successful in conveying the message contained in the object or product. In another sense, semantic products become bonds or bridges in the communication process to convey messages from these products or objects to users or consumers. Consumers interpret a product or object from its interaction with the product, from here the designer communicates various things such as function, form, use, etc.

Refere to crilly et el (2004) there are basic framework for design as a process of communication :
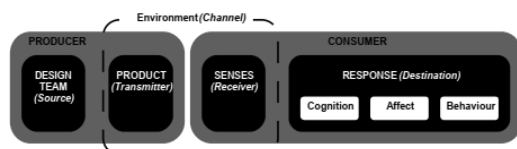

Fig. 1. Basic framework for design as a process of communication

Based on the figure above,crilly suggested that design as a process of communication starting from the design team as

, which will be followed by the product as transmitter, the recipient will get a message through senses, environment or channel, and will affect

to response or destination. The product is manufactured, placed in an environment, perceived by the consumer

and finally responded (Crilly et al, 2004). Once a product is designed, manufactured and sold on the

market,its designer won't communicate with its users. The users can only guess its possible meanings through its form. Whether he operates it or not, he'll retrieve his memory and get the first cognition. If he doesn't try to operate it, he'll just use his existing experiences to comprehend it (Min Huang Lin & Shih Hung Cheng, 2009).

In the process of receiving information or messages, the receiver will receive it via senses. Human sense plays a big role in consumer or user perceptions of a product or object. The theories of affordances and product semantics have a similar suggestion that a form can self-expres (Min Huang Lin & Shih Hung Cheng, 2009), not only from the visible form or visual, but also other senses. There are five basic senses from humans, namely visual, touch, taste, smell and hearing. A product uses these five basic senses as an intermediary in delivering messages. With regard to the perception of product form, vision is primary importance. If consideration is to be given to other sensory aspects of design then touch, taste, smell and hearing all become significant (Crilly et al, 2004).

The main parts of this article will attempt to describe the influence of the three major human sense (visual,touch,hearing) and its importance in communication between the product and the user. This article focuses on how human senses directs communication between products and users and the implication on real life product which is Smartphone.

Nowadays, smartphones are an important need that is almost mandatory for every individual to have. According to Counterpoint Research.com (2020), Samsung regained the top spot, shipping 79.8 million on Quarter 3 2020, while Apple has shipping 41.7 million and Oppo has shipping 31 million (Abilash, 2020) , researchers decided to conduct research on 3 smartphone brands namely Apple, Samsung and Oppo that are included in the Top 5 according to Counterpoint Research.

II. Methods

This research is descriptive analysis. This article is based on a literature review. Sources are theoretical research on the three basic senses which are visual, touch and sound and their influence in products or objects contained in journal articles or books. The data collection technique used in this research was questionnaire and theoretical research. The data analysis technique used is a descriptive analysis.

III. Results

Prof. Klaus Krippendorf and Prof. R. Butter launched the concept of "Product Semantics" which they defined as "Research on the symbols of usage under different styles of people's creation, and use the idea in design." (Chen. X, et al, 2009), then Krippendorf further defined Product Semantics as an awakening from the old way. Products, he said, should represent more than just physical functions. Products themselves should show or imply to consumers how they are to be operated. In addition, products should carry symbolic meanings and should be able to blend into people's lives.

The way we often hear is the way of communicating on a product. The main purpose of communication is to build / create a common understanding or understanding (Peck & Wiggin, 2006). Mutual understanding or understanding does not mean having to agree but perhaps with communication a change in attitude, opinion, behavior or change occurs socially.There are many functions of communication between products and consumers such as:

1. **Change in attitude (attitude change)** : A communicant after receiving a message then his attitude changes, both positive and negative. In many situations we try to influence the attitudes of others and try to get others to be as positive as we want them to be.
2. **Opinion change** : In communication, trying to create understanding. Understanding, is the ability to understand messages carefully as intended by the communicator. After understanding what the communicator means, different opinions will be created for the communicant.
3. **Change of behavior (behavior change)** : Communication aims to change a person's behavior or actions. For example, if at first someone doesn't like something, however, after he gets good communication from a product either from the visual or the auditory side he also likes the product.
4. **Social change** : Build and maintain relationships with other people so that they become better relationships. In the process of effective communication accidentally increases the level of interpersonal relationships.

In the basic framework for design as a process of communication offered by Crilly based on the elaboration of Shannon's model, there are five elements: (1) Source, (2) Transmitter, (3) Channel, (4) Receiver, (Destination) (Crilly et al, 2004). "Source" refers to the meaning that designers want to deliver. "Transmitter" is the physical values of product form as a whole is consisted of shape, scale, material, color, texture and so on. "Channel" is the manners of interaction. "Receiver" is our physical senses including vision, touch, smell, and so forth. "Destination" is our responses subdivided into cognition, embodiment, and emotion (Crilly et al, 2004).
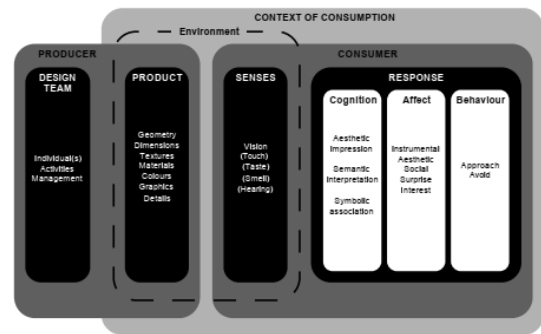

***Fig.2.** Expanded framework of design as process of communication*

On the forth element, there is element sense (receiver), Lindstrom & Kotler (2005) stresses that almost our entire understanding of the world is experienced through our senses. Isacsson & Alakoski (2009) stated that our senses are our link to memory and can tap right into emotion (Maymand, Ahmadinej & Nezami, 2010) .There are five basic human sense which are visual, touch, taste, smell, and hearing. The information conveyed by objects is possible via visual, tactile, auditory, olfactory, and gustatory perception and retrieve their meanings based on our daily living experiences. In terms of product design, visual and tactile are major sensations of motion (Chen. L, et al, 2009).

Below is an analysis on how the following sensors can affect communication on semantic products:

A. Literature Research On Senses
Visual (Sight)

Visual is the five main senses that consumers often use in assessing a product, and often drives first impression from consumer. According to Creusen and Schoormans, the way the product looks like first of all serves as the communication of an aesthetic product value. If there are many products with similar properties and price, consumers will choose the one that aesthetically appeal to them most (Grebosz & Wronska, 2012), as an example of Apple products have a smooth and simple yet elegant appearance that is the initial concern of users, Apple's design is definitely different from the designs of Nokia and Motorola which want to convey the message of a durable product through their designs.

***Fig. 3.** MacBook visual design.*
Courtesy :http://www.apple.com/macbook/index

Fig. 4. *Samsung Galaxy Note 20 visual design. Courtesy :https://www.samsung.com/id/smartphones/galaxy-note20*

On product appearance its symbolic value as the single product can express by brand visual elements. The visual elements represent a range of promises, they are meant to inspire customers and make product identifiable, memorable, and distinct from its competitors (Grebosz & Wronska, 2012). In a visual context, a similar product with a different design will definitely be recognized by the user, perhaps from the material, shape, and so on. There is also the use of signs or symbols that characterize a certain brand or logo, for example a coffee cup with a green logo with a mermaid image, people will realize that this belongs to Starbuck.

The visual attributes of the product are also expected to give us the information about its ergonomic value - ability of correct performance and expression of its functions (Grebosz & Wronska, 2012), for example the user finds different colors on the tv remote, such as green, red, blue, gray, white or other colors, these colors symbolically represent different functions which are also equipped with signs such as play, pause and stop.

The manifestation of power within the visual is not only evident in the metaphysical or the primitive, but it also pervades the modern life and modern man. On one hand, the domination of the image is apparent in all courses of life, which in turn stimulates numerous discussions in various disciplines of social sciences (Kaplan, 2007). The shallow level relates to the analysis of physical or sensory characteristics, such as form and color. The deep level involves conceptual and meaningful analysis as well as relates to comprehension and interpretation (Chen. L, et al, 2009), for example a pan with a stone-like design (shallow level), which carries the concept of a pot as solid as a rock, durable and long lasting (deep level).

In the concept of the communication process, visuals play a big role in explaining the designer's message to the user. In terms of product design, every attribute of the form can be treated as a clue to detect the functional meaning, However, a form is interpreted in a subjective manner. It depends on what users can retrieve while they interact with this product (Chen. L, et al, 2009), for example the coffe machine with hourglass shape, consumers know that the hourglass is used by turning it, so this coffee machine also works the same way.

In line with the effect caused by visualization in a product, then some of them are as follows:attracting attention, clinging in memory, strengthening confidence, communicate quickly to realize the things that have been previously mentioned, then complete (Efendi & Sigit, 2016). There are several criteria used to fulfill this visual effect, namely among others are:

typography ,illustration ,colour,and visual principal (Efendi & Sigit, 2016).

Touch (Tactile)

Sense of touch is undeniable powerful stimulant, When Coca Cola introduces a bottle with delicate curves which causes a pleasent feeling to hold it. Acoording to Lindstrom (2005), nearly 59% of consumers prefer to drink Coca-Cola within its glass bottle rather than plastic bottle, sense of touching is very important (Maymand, Ahmadinej & Nezami, 2010). In the subject of the communication process, the sense of touch affects the behavior of users or consumers from their experiences after touching the product. Sense of touch can reap a positive sensation and a pleasant attitude towards consumer products. By touching a product, a user or consumer can feel the material used, product weight, texture etc which will affect the user's perception and desire to use it. For example, a leather sofa certainly has a different texture from a fabric sofa, from softness, smooth, stiff materials etc.

Most studies have focused on the informational function of physical touch, demonstrating that tactile input influences product learning due to the information extracted through touch (Essick, James, & McGlone, 1999). Far less studies have considered the immediate, automatic emotional response toward the touched product (Grohmann, Spanberg, & Sprott, 2007). Research has revealed a relation between a product's material properties and people'semotional responses (Hinton & Henley, 1993). Soft textures were consistently perceived as more pleasant to touch than those that were hard (Grohmann, Spanberg, & Sprott, 2007). Interestingly, multiple study have demonstrated that emotional response toward the product such as desire, satisfaction, and inspiration was influenced more by sensory characteristics of the product than product-extrinsic cues (Lin, 2011). The same was found to be true for product liking (Lindstrom, 2005). Peck and Wiggins (2006) revealed that even when tactile cues provided no information regarding the product, the mere presence of a touch element had a positive effect on persuasion because of an emotional response to the experience of touch. In sum, human senses are powerful elicitors of emotions (Chen. X, et al, 2009).

Peck and Childers examines the influence of touch on impulse purchasing behaviou (Peck & Childers, 2006), peck and childers suggested that individual differences in touch are pottentially important, study conducted by Peck and Childers proved that the accessibility of the tactile investigation of the object may affect customers' confidence about the product evaluation (Grebosz & Wronska, 2012), consumers will have more confidence in the product and have an effect on their cognition and behavior, for example in the Informa store visitors can touch products or objects such as tables, kitchen wear, blankets etc. Here the user will know for sure the quality of the product they want, and it will affect their desire, maybe buy it, maybe not. In other case, when customers of the supermarket were encouraged to touch the products through the presence of the sign telling "feel the freshness", both high and low auto-telic shoppers bought more impulsively than when no sign was displayed (Grebosz & Wronska, 2012), in another case maybe in Super Indo that displayed fresh food such as fresh vegetable, or fresh seafood which are sold alive, consumers can choose to judge the quality of the goods themselves. This is why the sense of touch is significant in delivering messages and influencing user or consumer responses, touch can indicate

likes, dislikes, delight, and even disappointment with the product (Overmars & Poels, 2015).

Hearing (Auditory)

The form of sound that can be found most commonly in the service and retailing context is music (Grebosz & Wronska, 2012), it has been stated by Lindstrom (2005), that sound could influence on our behavior and habit of purchase as well (Disbandra, 2019). Music can be used to communicate with users or consumers, for example, Li Jianye's piano-shaped bell, this product clearly states that it makes a sound when the keys are pressed.

Hulten, Broweus, Dijk, 2009 stated that a sense of hearing is also involved on creating a sound to distinguish its brand (Maymand, Ahmadinej & Nezami, 2010), such as jigles from certain brands, specific voices from mobile phones or electronic products that will give us an understanding that this is a Samsung, iPhone or Windows product. The companies are trying to make a strong relationship between their customers and brand through its sound identity so that the particular sound remains in the customer's mind and whenever the customer comes across that sound, they are able to associate that sound to the particular brand.

Additional studies approve a direct connection between the type of music played and the overall satisfaction (Rupini & Nandagopal, 2015). Krishna (2012) stated that sound clearly has an impact on many different aspects of consumer behavior from product evaluation (e.g., related to how a product sounds) to advertisement evaluation (e.g., related to the music in an advertisement) to perception of ambience in a restaurant, hotel, retail store, etc. (e.g., through ambient music), (Khrisna, 2012), For example, Mercedes cars have a signature sound on their car doors that encourages the user to identify the product as belonging to Mercedes.

Music or any sound that comes out of the product, can provide stimulation either directly or indirectly to its users. Sometimes product designers will give a distinctive sound to each of these devices so that people who hear it can immediately know it. Some of the benefits that we can feel from the existence of an auditory concept in a product as below:

1. **To inform** explaining information or things that are not yet known or the public about what happened to someone or the public, so that the information provided can increase knowledge and insight.
2. **To educate** That is to provide useful education and knowledge both formally, non-formally and informally so as to encourage the formation of character and education for skills and skills needed in all areas of life.
3. **To persuade** influencing or forming an individual or public opinion, convincing about the information they provide so they really know the situation that is happening in their environment.
4. **To entertaint:** That is to provide entertainment or pleasure, so that a person and the public get a break from the boredom they experience because of the pressures both at work, association and others experienced in daily life.

B. Questionnaire Analysis

In order to get a definitive answer about the influence of human senses in the design as process of communication, researchers conducted research on three smartphone products with different brands. Research focused on visual, touch and sound as aspects in communication on a product to consumers.

Based on previous literature reviews, researchers collected data by disseminating questionnaires online, using Google Forms that collected 30 participants with different backgrounds.

According to questionnaire results (Figure 5), 50% of participants bought smartphones based on budget, and 43.3% bought based on specifications.
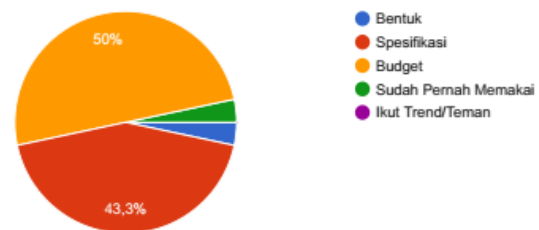

Fig. 5. *Classification of reasons for purchasing a smartphone*

The data collected (Figure 6) is data from Iphone and Oppo products, provide evidence that the visual of a smartphone is very influential in the introduction of costumers to a product.
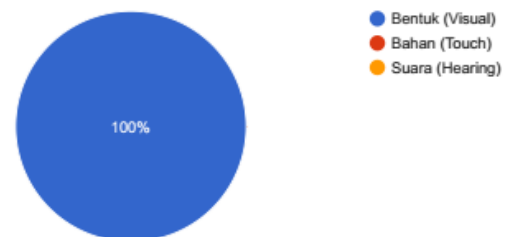

Fig. 6. Costumer recognition based on visuals, materials, and sounds

While in Samsung products, 96.7% chose visual (Figure 7) as the product introduction factor that played a role for participants or 3.3% or 1 Participant voted for the hearing.
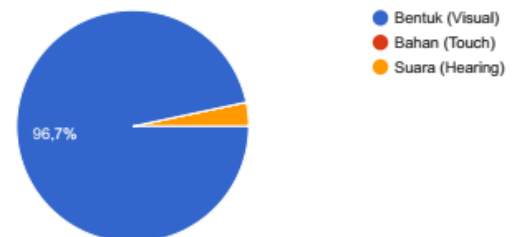

Fig. 7. Costumer recognition based on visuals, materials, and sounds on Samsung

Based on the data obtained by researchers, Iphone products ranked first as the products that are most capable of delivering messages through visuals (Figure 8),, with a total of 138 answers, followed by Samsung with 124 and Oppo 119.
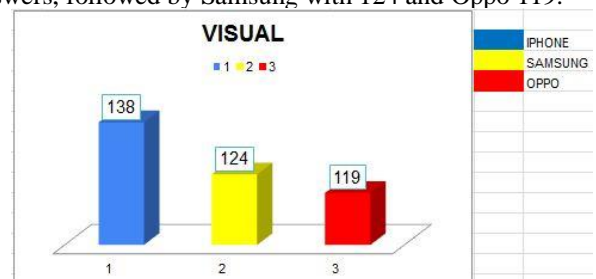

Fig. 8. Product Comparison via Visual

On the Touch element (Figure 9), iphone also occupies first place with a total of 121 answers, Samsung with 112 and Oppo 102.

Fig. 9. Product Comparison via Touch

Unlike the Visual and Touch elements, in the Sound element (Figure 10), Samsung received a total of 116 answers, superior to the Iphone which has a total of 111 answers, and Oppo 95.
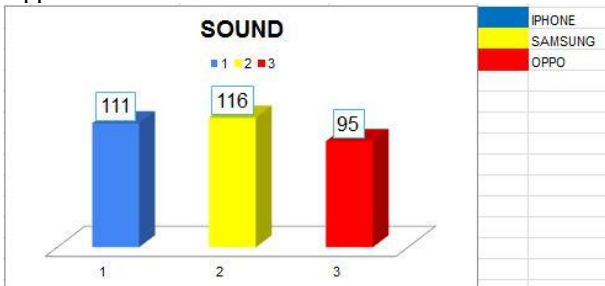

Fig. 10. Product Comparison via Sound

From the three data above, it can be known that, Visual becomes the most important sensory that users can feel compared to sound and touch. Furthermore, the author conducts data processing in a descriptive way, which is presented per mobile phone brand as follows:

Variable	N	Min	Max	Mean	SD
Iphone	30	30	50	40,43	6,08946
Samsung	30	23	50	39,46	8,45162
Oppo	30	21	50	36,06	8,23337

***Table 1**. Descriptive Statistics*

Based on the table above, explaining that in Iphone products the minimum answer of respondents is 30 and the maximum is 50, with the average total answer is 40.43 and the standard deviation is 6.08946. In Samsung products the minimum answer of respondents is 23 and the maximum is 50, with the average total answer is 39.46, and the standard deviation is 8.45162. In Oppo products the minimum answer of respondents is 21 and the maximum is 50, with the average total answer is 36.06 and the standard deviation is 8.23337.

In all three products Standard Deviation obtains a smaller number, meaning uniform data. Mean value of 40.43 on Iphone proves that respondents are able to capture the message delivered prduk, while on samsung and Oppo products, respondents are quite capable of capturing messages from products.

IV. Disscussion

The purpose of this article is to describe the relationship between three major human senses in the communication process that occurs between products and users and their exploration in real life products through literature reviews in order to understand with certainty the importance of sense (receiver) in the design as communication process. Sense (receiver) are well known as element on the basic framework of design as process of communication by Crilly (2004). Through these senses a product conveys its message to the user. In product design, it is seen that visual and touch play a major role as the sensation that reaches the user more.

A. Literature Research On Senses
Visual (Sight)

Visual is the sense that is mostly used by users in identifying their products, through visuals a product is also easier to convey the message. Often users get their first impression of a product through the appearance or form of the product. The appearance of a product can also express a certain brand visualization. Apple products have a smooth and simple yet elegant appearance that is the initial concern of users, Apple's design is definitely different from the designs of Nokia and Motorola which want to convey the message of a durable product through their designs.

In other hand, product visualization can also express its function, maybe through shape, color, or symbols, on the TV remote there are various kinds of buttons with various functions equipped with pause, play, stop etc symbols and also colors that distinguish their uses. At a superficial level, the analysis of appearance products only focuses on physical form and sensory characteristics, at a deeper level the analysis by the user includes the meaning and concept the product carries. from this it is clear that visual sense plays a big role in the communication process between products and users.

Touch (Tactile)

Sense of touch has a big power in influencing buyers' attitudes towards a product, Peck and Childers have proven this through their research, they prove that consumers who can touch the product more confidence and trust about product evaluation, it can affected into costumer response to the product. Informa is an example of this sense of touch, in the store the product is displayed directly so that visitors get real experiences in contact with the product. Multiple study have demonstrated that emotional response toward the product such as desire, satisfaction, and inspiration was influenced more by sensory characteristics of the product than product-extrinsic cues

Hearing (Auditory)

Sound could affect on user behavior and habit of purchase, music also involved on creating a sound to distinguish its brand, the form of sound most commonly in use is music or jingle. For example, in electronic products such as Apple, Samsung and Windows which have different voices. Sound plays a role in communicating with the user directly, for example, a piano-shaped bell that will sound when we press the keys.

B. Questionnaire Analysis

Based on the data obtained, it is known that visuals play the most role in delivering the message of a product. Based on respondents' answers, Iphone ranked first in delivering messages through visual, touch and sense, with the average answer of respondents was 40.43, followed by Samsung products with 39.46 and Oppo with 36.06.

Mean value of 40.43 on Iphone proves that respondents are able to capture the message delivered prduk, while on samsung and Oppo products, respondents are quite capable of capturing messages from products

Iphone is superior to visual elements and Touch because of its identical design of iphone, simple, elegant, and luxurious. In the sound element, Samsung products are superior to sound, because samsung jingles are more recognizable to users. Meanwhile Oppo is in third place on 3 sensory elements, the possibility of Oppo is less indistinguishable for users.

In smartphone products, consumers can identify product appearance from different brands, distinguish products based on visual, find the message that the product is sent. from the

results of consumer research is not very able to distinguish products through touch or material, but through sound can be felt by some consumers.

V. Conclussion

Based on respondents' answers, Iphone ranked first in delivering messages through visual, touch and sense, with the average answer of respondents was 40.43, followed by Samsung products with 39.46 and Oppo with 36.06. Mean value of 40.43 on Iphone proves that respondents are able to capture the message delivered product, while on samsung and Oppo products, respondents are quite capable of capturing messages from products.

Through this study, researchers found that the human senses, which in this study were limited to three major senses, were quite capable of conveying messages to users through visuals, touch, and sounds or jingles. Through this research, visuals got first place as the most identifiable sense by users. In the future, it is expected that further research will be able to further decrypt the sense and influence in the communication of a product or design. The sense has a huge influence in receiving messages from product to user, surely sense (receiver) is very important in the communication process of design.

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Emotion And Metaphor "of Star Night Light"

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Abstract

Star Light is a lamp made of heavy paper and designed like a star in the sky. Star light can emit light without dazzling. But there are many other products that are similiar to the star light so the market is really tight. The purpose of a writting the article is to provide how can the product attract those who see it, tough there many products of the same type and price lower. The method used in the research is interview and quesionere to find out how people receive these products in terms of emotion and metaphor. Emotion and metaphor were selected to be analyzed because they are essential for creating a product to be received by people. If the product can be received well by people, then the product will be able to compete in the market. The result of this research is explain what do people think when they look at star light until how people feel about a Star Light.

Keyword : Star Light, creating a product, received by people.

1. INTRODUCTION

The industrial process in the product, namely the production technique will be closely related to the form that has been made by designer (Waskito 2014). The judgment decision of the result of a product design process certainly apply relative to factors that are taken into consideration in every company. Production capacity, capability, machining, capital, target market determination, competitive products, distribution problems trends and others a small number of things that are always discussed for consideration during the design process a product is done.

The metaphorical expression are manifestation of conceptual metaphors in the sense of Lakoff and Jonshon (1980) Conceptual metaphors bring two distant domains (or concepts) into correspondence with each other. The first relates to metaphor considered as a productive process of language and describe the mechanism that operate in its semantics interpretation (Levin 1977) Process One of the domains is typically more physical or concrete than other. In the product " Star Night Light", the physical appearance is relatively motivated in terms of aspects, shapes and uses. In addition, the concepts of emotion that is built form this product creates thoughts for describing the product from a physical point of view. The advantages and disadvantages of specific product itself are the unity of motives and concepts raised by the design to the finished form. Apart from the physical, it can be seen from the point of view of life whether this product can have a big influence in everyday life and can be accepted with all the views and judgments of people about the product.

In the process of designing an industrial product there is a need consider the need to be starting point an idea to make a specific product (Waskito 2014). At this point for get product with a specific function, especially products to meet daily it's not that hard to come by. So it is not suprising that at this time there are many similar products with designs and various qualities compete with each other to win the attention of their consumers. Because in our opinion there are many considerations that must be tested from another point of view. The brand form factor is often a person's priority in buying an illustrated item that can support everyone's social factors in a product, so there are many risks and problems. When choosing a product for distribution to the market, producers must consider what benefits to be obtained and what support obtained for its continuation.

All products impact the lives of their users, this is called social impact. Some social impacts are commonly recognized by the engineering community, such as impacts

to a user's health and safety, while other social impacts can be more difficult to recognize, such as impacts on families and gender roles (Dahlin 2019). Some people buy products that they think have the function they need. A night lamp maybe seldom used by a person because he feels that a night lamp is of little to use to his social life. Especially people who aren't so concerned with room decoration, they wouldn't be interested of aesthetically night lamp. Some people also choose not to buy necessities that are not really important.

Research and writing objectives from " Emotion and Metaphor Of Star Night Light", is to provide how can the product attract those who see it thought there many products of the same type and price lower. But where the appeal of this product is what differentiates it from other product.

The purpose of this paper is to get an understanding of the product by looking at emotional, metaphor, function of the product. Various opinions about the product, whether this product brings its own interest, is useful for everyday life, can also be used by anyone.

The influence of various factors on these lights is investigated by taking data on the form to ascertain whether this product is likely to have the potential to increase buyer interest and support marketing and marketing targets on sales and how the buyer can truly perceive the difference and usefulness of the product considering many similar products. Which can also give the same impression.

2. METHOD

The method used in this paper is a qualitative method. In qualitative research, the researcher becomes human instrument, so researchers must have a broad theoretical and insightful provision, so as to be able to ask, analyze, take pictures, and construct the object of research (Sugiyono, 2010) Therefore, in this study using data collection techniques with the method of questionnaire and interviews.

The questionnaire is a data collection technique by giving a set of questions or written statements to respondents to answer (Sugiyono, 2013). The question must be related to the topic or problem selected in the research. In this paper, questionnaire were conducted via google form for respondents in general from various circles. Next, choose two respondents who feel interested in the products raised in this study for further interviews. The purpose of conducting this interview and questionnaire is to find out how people think and feel after seeing this product.

3. RESULT

A. Data Collection from Questionnaire

Based on an analysis of all available literature data by the products we took and subjected, our results indicated that "Start Night Light" shows a significantly different outcome response to product attraction which is primarily a function of form and influence on life. They can tell that these lights are star-shaped which means the stars in the night sky which add a nighttime impression to star light products. Where the design situation is designed with a mature concept and good unity.

Data collection is interactive with data analysis, data collection ia an integral part of data analysis activities (Rijali 2018) In retrieval of respondents, several techniques are used to retrieve data in opinions about "Emotion and Metaphor Of Star Night Light". We use data collection with structured questions but through google form. Questions that can be answered in real time to the product which is then from data for this answer, we can see a diagram of the number of answer. So it can be taken through primary data from the total number of answers through a questionnaire, therefore the following is the data we get based on qualitative.
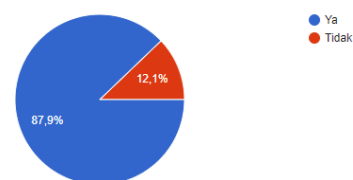
DIAGRAM OPINION REGARDING" STAR NIGHT LIGHT"

Diagram 1.1 Interested in owning a product

Red : Who Choose No (12,1%)
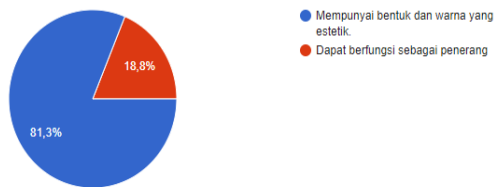
Blue : Who Choose Yes (87,9%)

Diagram 1.2 product section interested

Blue : Who agree to choose aesthetic shapes and color (81,3%)

Red : who disagree to choose serves as a light (18,8%)
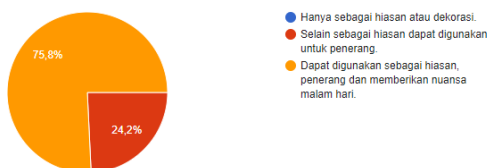

Diagram 1.3 function Of the Product

Red : who choose with lights as decoration and lighting (24,7%)

Orange : who choose lights as decoration lights and gives a night feel (75,8%)
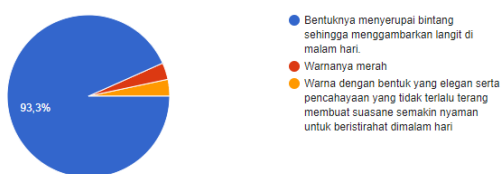
Blue : who choose decoration and lights

Diagram 1.4 the reason of product can give nuance

Blue : Who choose to be like a star so that it resembles a star at night (93,3%)

Red: who choose the red color

Orange: who choose an elegant shape and not to bright lighting
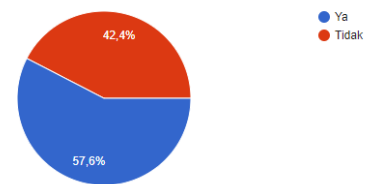
Diagram 1.5 the influence of products on the economy and life

Blue : who choose No

Red : who choose Yes

After evaluating the number of questions and answers given diagram, it can be concluded that some enthusiasts have an interest in the product. They are also able to describe function, form, and metaphor in star light products. Some people think that the product can have an influence in everyday life and generate economic value. As a the diagram it is not only the form seen but in real and daily life whether it can support needs and effectiveness. Because the depiction of the pad motif by the product entices the answerer of question to think and remember a season and effect the feeling when viewing the product. So that a percent rate indicates high total od product.

The choice of a suitable color and shape is able to provide instrument, aesthetics, and communication in the product so that the people can receive delivery rather than the product. . Below in the diagram that shows the interest in the product is very much 87,9%, the lamp has about 81,35 purchasing power, while for the attractive part of the product according to the answer, it is around 75,8% in diagram.

Our results also show that the "Start Night Light" has its own nuance of about 93,3% in marketing products and attracts buyers and the important sensitivity which is higher than lamp is in the diagram results aimed at 57,6% regarding the influence in the field of economy and balanced life.

This results is surprising considering that there are so many light sleepers that are also marketed with

a variety of different creativities, although this product turns out to be able to increase buyer interest and increase economic influence in separate ways that benefit buyers and designers in product development bringing a good cycle in diagrams and influence on other products with different innovations. It can be seen that many answers are not only in terms of usability but also at the level of creativity and product uniqueness.

B. Data Collection from Interview

I. Interview 1

This interview is held on :

Day / Date : Friday, 25 December 2020

Time : 13.00 until finished

Place : via google meet

Interviewees : Winda Sukma Nurisa

Interview Result :

Question :

What distinguishes this star

II. Interview 2

This interview is held on :

Day / Date : Friday, 25 December 2020

Time : 14.00 until finished

Place : via google meet

Interviewees : Nurul Azizah

Interview Result :

Question :

In your opinion, what is the difference between star light

The purpose of this interview is to find out what makes it different from other similar products. In this study, we selected two respondents who had filled out a questionnaire and were interested in Star Light products. From this interview, it can be concluded that Star Light products can give a different impression among other similar products. All of their answers point to the motifs visible on the lamp surface.

C. Data Analysis

a. Emotion of Star Light

Emotion is important of making product. All emotions, including product emotions, imply and involve a relation between the person who experiences them and a particular object (Frijda, 1994). From that statement, emotion can be expelled when a person use a product or just look at it. Therefore in making a product, designer should be aware of the importance of creating a emotional experience associated with the product. Designer must be sensitive to the market goals they design, they must understand the values, lifestyle, relationships, and activities of their audience.
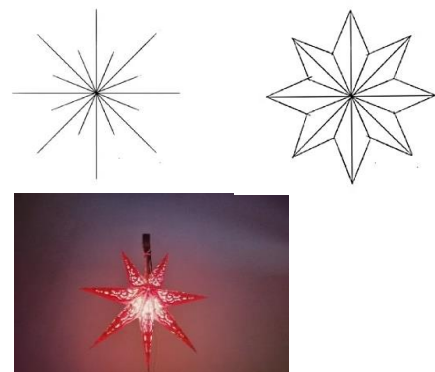
From the questionnaire results, the majority of people who are interested in star light products are female. They see a product by its design and it's not just of functionality. Hence, the product is unusually designed and has an attractive decoration. People who look at this light can feel calm and comfortable

because the lamp give off a bright but not blinding light.

Emotions can be obtained if the form of the product can be accepted by people. So that in creating the form of the product must be chosen that is efficient and easily interpreted by users. The form of a product also needs to have an element of aesthetic, communication and language. After interview, it was found that the respondent was able to clearly identify the form and function of the star light product. Some of them can also distinguish between starlight products and other similar lighting products.

Functions in a product are also very important in determining emotion. Functions in a product can be further divided into technical function, aesthetic function, social function, economic function and emergent function. Some respondents can answer that starlight has four functions that is technical function, aesthetic function, social function and economic function. Tecnical function of star light is to as a light in a dark room and at night. Star Light also has a aesthetic function, namely as a decoration in the bedroom. Furthermore, the social function possessed by this product is to make it calm and provide comfort to its user. This product can provide an economic function if it can provide a sale value and sell well in the market.

b. Metaphor of Starlight

In this product concept, the semantics metaphor is very influential as a source of ideas and the main use of the product. If the use of metaphors in a product is good, it can become can be a powerful tool for conceptualizing, orienting, and personifying products. In the product metaphor form can also be done by using metaphorical approach taken from an object. Objects that are taken generally come from objects natural. The process of extracting the shape generally begins by collecting images of objects.

Design development throught this metaphorical method can be applied to product designs produced by small industries, making designs on this product and the whole in the product that is depicted in terms that have been considered by the designer to create harmony and form in the product and through gradual design development. As in the design process in general, the sketches made are then analyzed using consider the shape, size, production, process, function and other factors to get a optimal design.

They can tell that these lights are star-shaped which means the stars in the night sky which add a nighttime impression to star light products. Where the design situation is designed with a mature concept and good unity. The choice of a suitable color and shape is able to provide instrument, aesthetics, and communication in the product so that the people can receive delivery rather than the product.

4. DISCUSSION

From the results, it can be concluded that emotion and metaphors are very important in creating a product. Other people can receive a product if form and function of a product can be seen clearly. If they can accept this product then this product can sell in the market even though there are many similar products. Products "star light" can give a different impression from other similar products. This product has a special design, namely the shape and pattern of the motif. It can add an aesthetic element to star light products. There are many similar products that have designs and shapes that are almost similar to star light products. However, that is not an obstacle in selling star light products. Designers have the creativity to create this product to make it more attractive to many people. Designer can identify emotion and metaphor well when creating this product. So that other people can receive this product well.

of research that can preserve the quality and creativity of the product made by the designer.

5. CONCLUSION

The designer has to think about the emotion, and metaphor in creating a product. These two factors are vital to acquiring products that can impress potential buyers or users. This star light product already has emotion and metaphor so that people who see this product can immediately describe it. The designer of star light product designer have met all two factors so that they can produce a lamp that has aesthetic form, understandable how it works, could be used as both function, affect the emotions and get reaction from the user or people who saw it. There are also many people who are interested in this product because it is able to provide different things from products that are almost similar to star light. Therefore, star light products are able to compete in the market and can increase the selling value.

But also many product doesn't satisfy these two factors because designers can't understand about the importance of, emotion and metaphor in creating a product. This causes some products to be unable to compete in the market and have a low selling value. In the future, this paper can provide knowledge of the importance emotion and metaphor in creating a produnct in order to compete in the market. If the future is full of unsold or low quality product on the market then there are many designer who ignore the importance of emotion and metaphor. Besides that, this product can also be accepted and attracts attention by those who see it. So to overcome that it, takes a lot

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The Important Semantic Strategy For Local Bag Branding

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Abstract—This paper discusses branding with the concept of semantics. Branding expresses and increases the selling value of a product, for example a bag. The extent to which the bag brand is known and enhances the identity of the bag is determined based on how the product is branded in the market. The brand itself is a sign that comes from the producer on the goods produced as an identification. So far, some have only thought about how to get quick profits, without thinking about how the concept remains in the market. One way to survive in the market is the semantic concept. Recognizing semantics in language is the study of meaning used to understand human expression through language. The method we use in this paper is a quantitative method because this method is used in examining samples and research populations.Therefore, we created this paper, in order to find out how to brand products, one of which is a bag in the market, by understanding the expression of target bag products through language.

Keywords— Branding; Product; Semantic;

INTRODUCTION

A brand is a product or service that is distinguished by and marketed on the basis of a distinctive and enduring personality (Dawn Lerman, Robert J. Morais, David Luna,2018)

The word semantics comes from the Greek sema which means sign or symbol (sign). "Semantics". first used by a French philologist named Michel Breal in 1883. The word. semantics was then agreed upon as the term used for the studied linguistics field, about linguistic signs with the things they signify.For example, it has its own characteristics and uniqueness even though it uses the same basic material in general. but between brand 1 and other brands there must be a difference. Therefore, it is very important to do branding on these products.The aim is to give a good impression to its users, paving the way for the company to be better known by many people. So that this paper becomes material for consideration for product owners in terms of branding using semantic concepts that affect sales to be better known in the market because they have unique characteristics

1-1. Motivation

Problems in this area, the importance of this question, to whom and help

Local bag products are already on the market, but due to a lack of branding, they are less desirable. Branding is a process that involves creating a specific name, logo and image of a particular product, service or company. This is done to attract customers and stay in the market. In this case it can help local brand businesses to increase sales, with the aim of building a significant and distinct presence in the market that attracts and retains loyal customers of the product from its competitors in the eyes of customers. Other companies can offer the same product at a lower price; however, thanks to the power of branding it will avoid that company and continue to choose brands that are recognized.

1-2. Solution

How many solutions to the problem? either solution will be better.

With the problems that arise, we find a solution to this problem Targetability

Branding should be planned according to the targeted buyers. No business firm can target the entire population. Business owners need to be able to identify the types of people who buy their products and services. Research should be carried out on the basis of age, gender, lifestyle of the customer, etc.

1-3 Hypotheses & objectives

Our hypothesis needs to advance one solution.
a. Are people interested in buying local brand bag products?
b. What are the reasons that make people interested in buying local brand bag products?
The goal is that the hypothesis can solve the problem.
a. Knowing the public's interest in purchasing local brand bag products.
b. Knowing the reasons that make people interested in buying local brand bag products.
What's the point when expectations run out? What benefits can be made in this area?

Fortunately, when the expectations run out, local brand bag products can compete with non-local products so that the sales level will develop better. The benefit that can be made in this field is that it can move the wheels of the local economy and help local bag craftsmen.

METHODS

The method we use in this paper is a quantitative method because this method is used in examining samples and research populations, the sampling technique is generally carried out by random or random sampling. Then the data was collected using a series of research instruments in the form of a questionnaire which will be answered by the respondent. Presentation data and data analysis through collected data presented in graphs and diagrams.

RESULT

The method we use is filling out quantitative surveys.
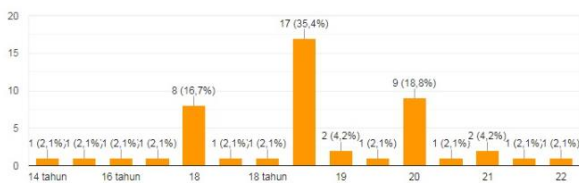
Diagram I. Respondent Age

From the survey that has been conducted, dari 48 pemilih there are results that fill out the questionnaire are teenager aged 18 years to 19 years.
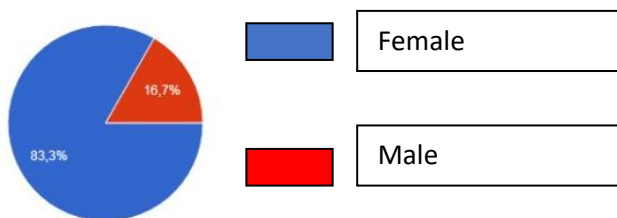

Female

Male

Diagram II. Respondent Gender Diagram

The contents of the diagram show that red one is 16,7 % are male and blue one is 83,3 % female.
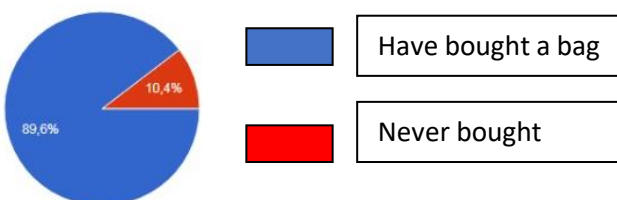

Have bought a bag

Never bought

Diagram III.Diagram of respondents about whether or not they have bought a local bag

The content of the diagram above shows that blue one is 89,6% have bought a bag of local products and red one have 10,4% never bought.

Sling bag

backpack

Totebag

waistbag

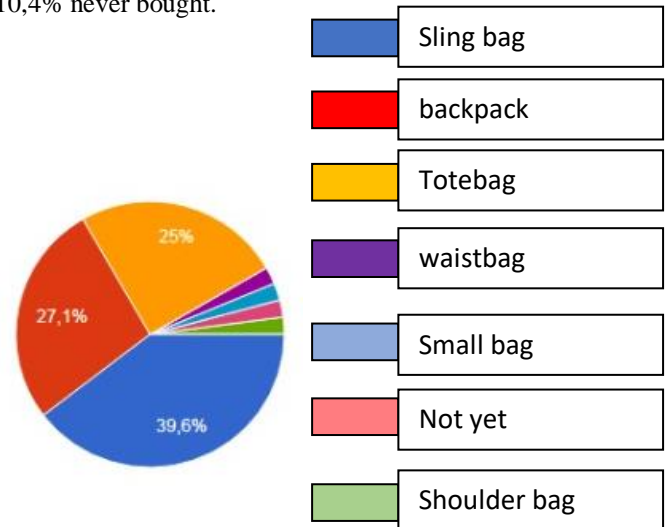Small bag

Not yet

Shoulder bag

Diagram IV. Types of local bags purchased by respondents

From the diagram above is the type of local bag purchased by the respondent, the blue section shows the sling bag, Purple shows waistbag, Light blue shows small bag, green shows shoulder bag, Red shows backpack, and Orange one is a totebag.pink one is not yet.

uniqueness

shape

price

support local products
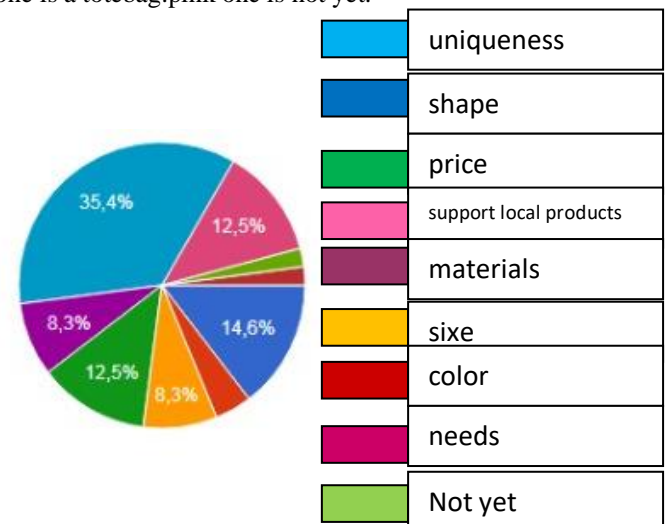
materials

sixe

color

needs

Not yet

Diagram V. The reasons respondents are interested in buying local bags.

The explanation of the diagram above is the reason why the respondent bought a local bag, including dark blue showing because the shape, orange showing because the color,yellow showing because the size ,dark green showing because the price ,purple showing because theingredient,light blue showing becuase the unique,pink showing because thesupport local bag production,light green showing indicates never bought and dark red showing need.

DISSCUCION

From the results of our survey through filling out a google form, there were 48 responses and the number of respondents was 83.3% of women and 16.7% of men. In our opinion, why the difference is so, maybe men are less interested in bags because they are commonly used as women, and maybe think that all bags are equally useful for storing things.

Most of the respondents had already compared it with local brands compared to those that had not been as much as 89.6% had bought local bag products and 10.4% had never bought local bag products.

Many people have bought local products because the branding is well known in the market. And most of the respondents they bought the local product bag, namely the sling bag. and as many as 35.4% choose bags based on their uniqueness, this indicates that the branding of a bag is necessary to have its own uniqueness and differentiate one bag from another. A total of 14.6% chose it because its shape is also included in the semantic concept. Uniqueness, shape, color and other unique things.

CONCLUSION

So the conclusions that we can draw based on the data we have obtained from the survey show that the respondents are mostly young women around 19 years of age and have bought bags of local products on the grounds that they are interested in buying local bags because of their uniqueness. many people are already interested in locally made bag products. with a unique shape and design they choose and buy this unique bag. This uniqueness includes the semantic concept which local bag manufacturers have implemented in their products. So this is the basis for how local bags have branding in the market.

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Fashion Semantic and Inovation in Pandemic Era

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Abstract

This study aims to describe the semantic fashion innovations that can develop in the pandemic era. 1.9 million people have been sent home, have lost their jobs, and are tired of working from home. Declining economic numbers, ever soaring needs, and various kinds of human needs that differ from one another are problems that are often faced during difficult times like today. But that doesn't stop people from thinking creatively about what we can do for others and still make money. By raising the Product Semantics Inovation material, we see the development of a product from time to time, which includes the functions and uses of the product. One of the innovations in semantic fashion is the development of mask products, namely masks for deaf people. This product is the reason for this research, because most deaf people have difficulty using ordinary masks that make them unable to communicate and at the same time become creative presentations for the Indonesian people in creating great opportunities in this unstable atmosphere. Indonesian society whose pluralism and various ethnic groups make the identity of this nation. The result of this research is to build a fashion trend in this pandemic era into something that is needed by utilizing the design process. With various references from journals and articles as well as phenomena that are developing in today's society.

Keywords—Innovation, Fashion Trend, Economic, Creative

Introduction

The development of fashion always focuses on finding a solution to a problem. As we all know, the whole world is currently surviving in the midst of a corona virus pandemic situation. Coronavirus is a large family of viruses that can cause mild to severe illness. The transmission of coronavirus from animals to humans (zoonosis) and human-to-human transmission is very limited (Ministry of Health of the Republic of Indonesia, 2020). (Susilo et al., 2020)

The number of companies that are permanently closed has an impact on the decline in the economies of their respective countries. The fashion world itself is affected by this phenomenon, many companies have even lowered prices and even closed some of their outlets in certain areas (www.cnnindonesia.com). In addition, epidemics that continue to target human health are increasing. Of the various obstacles that exist, many creative fashion businesses are aggressively producing masks, because social restrictions are imposed and the use of masks is mandatory, ranging from small companies to large companies that produce masks according to their respective characteristics. With various new designs that continue to emerge, it brings fresh air for the fashion industry to be able to rise from the impact of the pandemic, and is expected to be able to sustain a sluggish economy.

From this phenomenon, many obstacles have emerged for someone with special needs such as hearing impairment when wearing masks *(Jurnal Abdidas Vol 1 No 2 Juni 2020)*. Persons with disabilities will catch their interlocutors through mouth movements while speaking. If their interlocutors use masks with the entire surface covered, the person with a disability cannot catch the conversation at all. Various deaf communities and various fashion industries began to focus their production on this mask innovation. In this mask innovation, there is a transparent part, and it is this part that functions to facilitate communication for people with deaf disabilities.

"Mask business development strategy (Sri Emy, 2020). The government must participate in supporting the development of the nose and mouth mask business through SMEs and capital support as well as supporting government cooperation by fostering good relations and collaborating with local governments. increase awareness of the importance of maintaining health by using masks."

With the emergence of one of these mask innovations, people with disabilities and industrial producers will have more confidence in the impact of the pandemic. The functions and benefits obtained from this product are very large and can even reduce the enormous medical waste of disposable masks every month. Therefore, by enlivening the creative economy and innovating these masks can reduce waste that continues to mount. In addition, the positive impact has been to revive the social economy, which was sluggish. Everyone can be creative in creating masks as attractive as possible, one of which is the deaf mask by paying attention to the usefulness of the function to be given to consumers

Method

The methods used in the preparation of this final project report are literature and phenomenology that developed in the community at the time of the covid 19 pandemic. From how many articles and information were circulating as well as activities from various social care communities that talked about this mask innovation.

Based on the literature search found several social phenomenological studies:

1. The method used is the case study method; case studies are used as a comprehensive explanation related to the various aspects of a person, group, organization, program, or community situation that is studied, attempted and explored as deeply as possible (Hanafiah H, Dayah collectively as a social movement, 2018:56-64)

2. According to Agung Hermanto (2009: 15-16) states that in making a scientific work of this type of research, library exploration is something that must be done to get the truth of the data you want to research.

3. The consequence of the synergy of thinking about the concept of deep action Schutz's phenomenology has consequences at the research method level which is mainly very influential on the observation or observation system especially in research which is based on searching about the meaning of the action. One of the offers of the consequences of that method offered through an observation model that is divided by means direct or indirect observations (Nindito, Alfred Schlutz Phenomenon: Study of the Construction of Meanings and Reality, 2005:91-92)

After obtaining 3 literatures on social phenomenology, the research by Alfred Scutzh was the right research for this research study. The Alfred Scutzh method that can be implicated in research studies is indirect observation research from the researcher to the object. Therefore, this study uses a case study in examining the problem of deaf masks as a semantic fashion and innovation in society.

The following are the stages in collecting research data:

1. Where: Surabaya, Jawa Timur, Indonesia.
2. When: In 2020 during the Covid-19 pandemic
3. What: Providing outreach training and also providing socialization materials.
4. Who: There are 7 deaf communities involved in distributing deaf masks for free in Surabaya:
   - TIBA Community (Tim Bisindo dan Aksesibilitas Surabaya)
   - Tubaya Community (Kartu Surabaya)
   - Ikakamus Community (Ikatan Alumni SLB Karya Mulya Surabaya)
   - Gerkatin Community (Gerakan Kesejahteraan Tunarungu Indonesia Surabaya)
   - Kartu Community (Komunitas Arek Tuli Surabaya)
   - Aktu Community (Aksi Tuli Sidoarjo)
   - Fokatri Community (Forum Komunitas Tunarungu Indonesia Surabaya)
5. Tools: Questionnaires as feedback, responses from deaf communities and their impact on them

The making of these masks was also initiated by people who are deaf, because at the beginning of the pandemic everyone wore their medical masks so they lost confidence and it was also difficult to communicate with other people. 72,283 deaf people
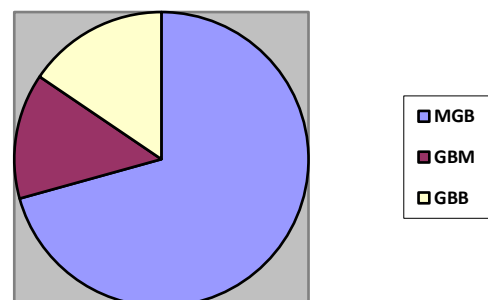
in Surabaya, and with a friendly mask design for them can become a new discipline and can become a new representation of a value and message. The positive reactions given by deaf people who were greatly helped to communicate with others became new breakthroughs in the semantic of fashion and innovation. However, the market for selling these transparent masks is not widely circulated because people prefer to buy medical masks or ordinary cloth masks. By distributing cloth masks for deaf people for free, it can become a sign and symbol embedded in the community.

Result

The results of the data analysis show that people with hearing impairment have great difficulty in wearing masks in general, with the large number of communities and most industries starting to glance at this opportunity, increasing percapita income in each region. By raising the design material, the Product Semantics Inovation of the development of masks, which at first were only used for special jobs with less than optimal functions, now masks are becoming more common and are becoming commonplace.

Starting in the 6th century BC. It is said that the servants who served the emperor at meals had to wear silk to cover their mouths and noses. It is believed that the silk scarf will keep the breath of the servants from affecting the smell and taste of the food. Meanwhile, in the 14th century, when the Black Death plague spread to Europe, this also led to the use of objects shaped like face masks. Furthermore, in 1848, Lewis Hassley's American-made mask, which was intended for miners, became the first mask to be patented as a protective mask (www.kompas.com).

The rapid development of masks from time to time and designs that adjust the function of use in each different field make it easier for users. With the emergence of this pandemic phenomenon, masks as a protection against exposure to the virus are now mandatory, even those who do not wear masks will be subject to sanctions. It is different with deaf people who need special attention to mask design in order to still be able to communicate with other people. Many deaf people, and ordinary people who want to keep in touch with their deaf friends, have created an increase in production in the communities that provide them, and have even become a source of ideas for other producers to make full transparent masks a fashion necessity.

Badan Pusat Statistik Prvinsi Jawa Timur (2015)
https://jatim.bps.go.id/statictable/2015/03/05/233/persentase-penyandang-disabilitas-menurut-jenis-gangguan-yang-dialami-tahun-2012.html

MGB : Mempunyai Gangguan Berat (Disabilitas)/ *Disabilities*
GBM : Gangguan Berat Mendengar/ *Severe Hearing Impairment*
GBB : Gangguan Berat Berkomunikasi/ *Severe Communication Disorder*

From the data above, it shows that deaf people who are quite high make more communities and producers to produce this mask innovation. From one of the ABDIDAS journals which has the title "Dissemination of the Prevention of Covid-19 Outbreak Handling for Deaf Communities in the City of Surabaya" which carried out a reset and socialization of community service to deaf people, which produced this mask innovation. The service was carried out through several stages, location surveys, training preparation, training implementation, and finally, evaluation of success.

The solution offered by the service team for the deaf community is to make special masks for deaf people, so that deaf people can easily see the facial expressions of the other person using sign language and lip movements. The special mask is modified on the lips so that it can be seen. The plan for the special masks is that 200 masks will be distributed free of charge to the seven deaf communities.(Jurnal Abdidas Volume 1 Nomor 2 Tahun 2020 Halaman 43- 47)

Abdidas Journal Volume 1 Number 2 Year 2020 Pages 43-47

A husband and wife with sensory disabilities named Agus Sutanto and Heti (sitting and standing) made transparent masks for the deaf. (ANTARA / HO-Public Relations of the Central Java Provincial Government)

The dedication that has been carried out and published has made this mask innovation the center of attention even in various fields, with a transparent mask design and a well-filtered breath being a fairly positive phenomenon for many people, not deaf people or people who communicate with people only. , even ordinary people began to look at this as a new innovation in the fashion sector. Several domestic and foreign icomers are now starting to sell this product with attractive designs from various brands, even from the various materials used but still focused on the original function, namely filtering the air and personal protective equipment from exposure to viruses.

Discussion

Transparent mask innovation can provide solutions for deaf people to be able to communicate and still comply with health protocols. As a breakthrough for several producers who have experienced a decline in income due to the pandemic, the high interest from deaf people and friends can be a sweet opportunity during difficult times like today. In other places, this innovation has become a unique phenomenon in the eyes of fashion, why not a transparent mask could be something that has not been thought of for a long time even at the beginning of the pandemic. Transparent masks give a new impression to the wearer, as if they don't wear a mask, but the air is still filtered with the main function of protecting it against viruses.

Starting from several communities and several volunteer service workers as well as increased production in several companies related to the current phenomenon, proving that this mask innovation has successfully become the center of attention of many people as deaf and non-disabled.

In addition to deaf people, these masks will be sold freely to residents. Agus Sutanto's ability then collaborated with the Sejiwa Foundation to make friendly masks for deaf people. "For one week, we can produce 300 masks like this," he said (www.antarnews.com).

The limitation of this research is that it only uses case studies from several articles and online journals, so that the results are not optimal and future research can be directed to be more focused with increasing creativity and innovation capabilities for creative industry players can be done by building good cooperation between intellectuals, govrnment, business and civil society (quadruple helix), and they can carry out optimal tasks according to their roles (Mulyana, Sutapa, 2014)

The fashion sector has increased with the innovation of deaf mask designs and other unique masks. This mask design is an innovative change in this pandemic. Everyone is competing to create unique and different masks without compromising the use of the masks themselves. This semantic fashion innovation can be applied to the future even though the pandemic is no longer

there because masks have become a daily part of our fashion activities.

Conclusion

Semantic fashion and innovation. Semantic fashion is the meaning of a foam design that develops and innovates from a current social phenomenon. With several methods and applications that exist in real life, providing a new breakthrough that is useful for many people. The positive benefits from the development of fashion semantics and innovation can have an impact on individuals, groups and governments.

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Evaluation of Semantic Product Care Concepts in KirimAja Online Services

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Abstract - The Covid-19 pandemic has destroyed the economic sector not only in Indonesia but also throughout the world. The impact of covid-19 is very big on Indonesia's UMKM. Demand and activity fell significantly. To overcome these obstacles, many business people have started to change their sales system to online. Online shopping activities have increased from 4.7 percent to 28.9 percent after the existence of Covid-19. Along with the increase in online buying and selling services, goods delivery services have also increased. However, with the increasing market demand for goods delivery services, there are several consequences that must be borne by service providers, one of which is the quality of service. In the semantic product concept, services are included in the concept of care. The concept of semantic care is a concept that prioritizes "care" or "attention" to its users. Examples of the concept of care services that can be developed in an e-commerce system are one of the examples of it is KirimAja. KirimAja is an application-based freight forwarding service owned by Garuda Indonesia. The purpose of this research is to evaluate the performance of the Garuda Indonesia KirimAja online service, so that in the future they can provide better services for KirimAja users. This study uses an evaluation research method to determine the level of customer satisfaction with the services provided by the KirimAja application. The analysis results obtained indicate that the respondents are not satisfied with the online services provided by the KirimAja application. KirimAja service providers must immediately take steps to fix and improve their online service system so that users feel more comfortable and become an increase in application assessment.

Keywords—product semantic, care, product design, interface, function.

INTRODUCTION

Covid-19 pandemic has brought down the economic sector in the world in general and in Indonesia in particular. This case has had a huge impact on Indonesian small entrepreneurs. Many entrepreneurs have decreased their turnover and have closed their businesses. The impact of covid-19 is very big on UMKM. Demand and activity fell significantly. In fact, closing the business, (because) cash flow is very difficult. The distribution of raw materials is very difficult and capital goods are also difficult (Yustinus Prastowo, 2020). To overcome these obstacles, many business people have started to change their sales system to online. Both those who previously owned conventional and semi-conventional stores are both involved in the e-commerce sales system. Online shopping activities have increased from 4.7 percent to 28.9 percent after the presence of Covid-19 (Chrestella Carissa, 2020)

As online buying and selling services increase, goods delivery services also increase. The e-commerce business has succeeded in increasing the revenue of the courier or courier service business by 30% or reaching IDR 50-70 trillion (Zaldy Ilham Masita, 2015). However, with the increasing market demand for goods delivery services, there are several consequences that must be borne by service providers, one of which is the quality of service. In the semantic product concept, services are included in the concept of care. The concept of semantic care is a concept that prioritizes "care" or "attention" to its users. Service is included in the concept of care because service is something that refers to a servant's care or attention to his customer.

Examples of the concept of care services that can be developed in an e-commerce system are one of the examples of it is KirimAja. KirimAja is an application-based freight forwarding service owned by Garuda Indonesia. The COVID-19 pandemic demands that we be more adaptive and creative and accelerate to develop business opportunities in the new normal era, one of which we are developing through the logistics service business by introducing "KirimAja" which is a digital application-based freight forwarding service (Irfan Everyutra, 2020).

In our opinion, the online service of the KirimAja application is not optimal, so it still needs to be evaluated. Because this application is relatively new and does not pay attention to good service for consumers.

The purpose of this research was to evaluate the lack of performance of the Garuda KirimAja online service Indonesia, so that in the future it can be better in providing services for KirimAja users.

METODE

This study uses an evaluation research method to determine the level of customer satisfaction with the services provided by the KirimAja application. The selection of research methods is based on data collection techniques which are carried out qualitatively. The target of this research is users of the KirimAja application, both old and new users who use the KirimAja application.

The research was conducted by analyzing the aspects that want to be improved in the KirimAja application, especially the aspects of online services, while the aspects to be evaluated include: application menu display, ease of use, friendliness, politeness, response / speed of officers, officer initiative. These aspects become the standard in making questions in the questionnaire as well as important points for evaluating the performance of the KirimAja application. The research procedure follows the steps of qualitative research starting from data collection, recording data, analyzing data, making data descriptions based on the results of data analysis.

The research focus is to see the application of the semantic product concept that focuses on the concept of care for the services provided in the KirimAja application. This research instrument uses a questionnaire or questionnaire to obtain feedback from respondents, the questionnaire consists of 5 questions where for each question an answer option is provided in the form of a number consisting of 0-5. Points 0-5 contain the following meanings, 0 = "very dissatisfied", 1 = "unsatisfactory", 2 = "unsatisfactory", 3 = "quite satisfying", 4 = "satisfying", 5 = "very satisfied" .

Tampilan Menu Aplikasi

	0	1	2	3	4	5	
Sangat Tidak Puas	O	O	O	O	O	O	Sangat Puas

Picture 1. Question

Data analysis uses descriptive qualitative to describe a data and draw conclusions from the data obtained and evaluate the data to see the application of the concept of care seen from the aspects of services provided in the KirimAja application.

RESULT

### The application menu display aspect
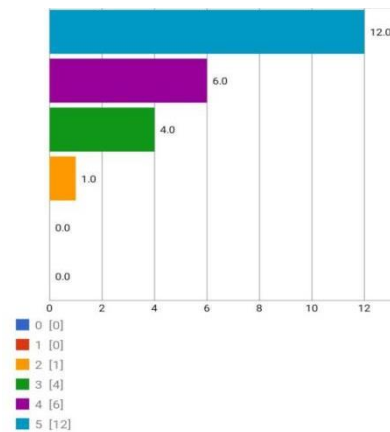
Picture 2. The summary of application menu display

The data that has been summarized in Google Form will be in the form of a bar chart that summarizes the answers of respondents to the first question, as the example in Figure 2 summarizes the feedback given by several respondents on question one which contains aspect one, namely the application display. The colors in the diagram show the feedback from the respondents, read from the top color, namely light blue which represents number 5, which contains positive feedback or "very satisfied", purple represents point 4, which is "satisfying", green represents point 3; "quite satisfying ", Orange represents point 2," unsatisfactory ", red represents point 1," unsatisfactory ", dark blue represents point 0;" very unsatisfactory ".

Figure 2 shows the feedback from the respondents regarding the display aspects of the application menu which are summarized, 12 respondents chose "very satisfied", 6 respondents chose "satisfactory", 4 respondents chose "satisfactory", 1 respondent chose "unsatisfactory" and 0 respondents for points 1 and 0.
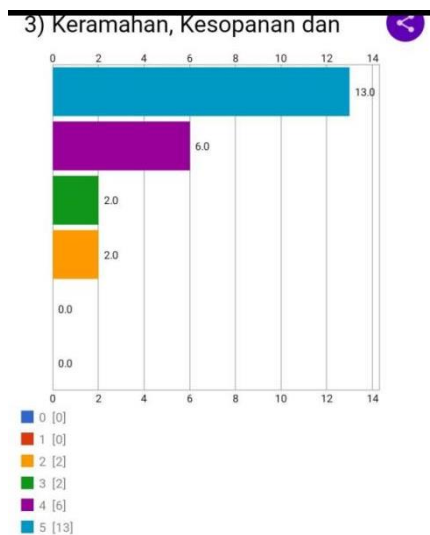
The ease of use aspect
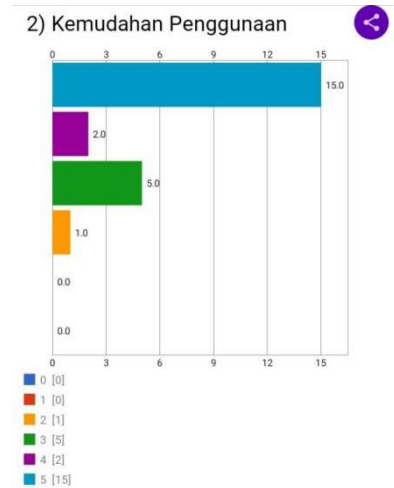
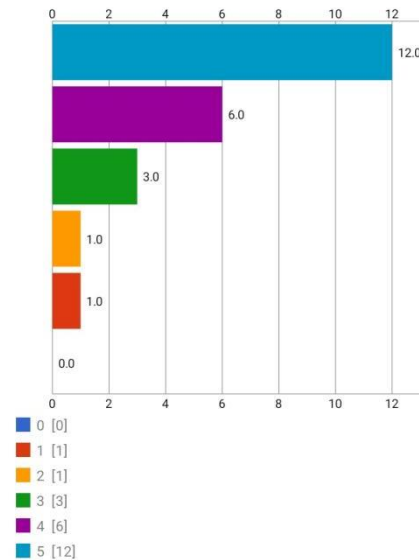Picture 3. The summary of ease of use

Diagram 3 shows the following results, point 5; light blue as many as 15 respondents chose "very satisfied" for the ease of use aspect, 2 respondents chose "satisfactory", 5 respondents chose "satisfactory", 1 respondent chose "less satisfactory" and 0 respondents for "unsatisfactory" and "deeply dissatisfied"
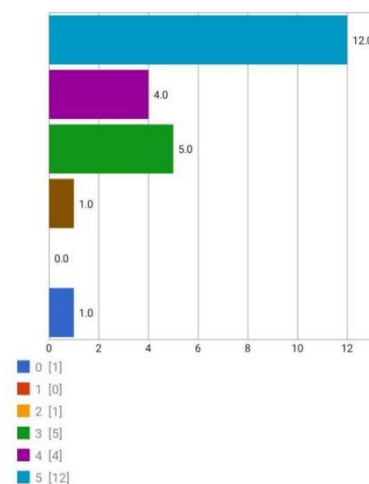

Picture 4.The summary of Freindliness, courtesy

The aspect of hospitality and politeness summarizes that 13 respondents chose "very satisfied", 6 respondents chose "satisfactory", 2 respondents chose "quite satisfying" and 2 respondents chose "less satisfactory", and 0 for "unsatisfactory" and "very dissatisfied" .

Picture 5. The summary of officer's response/speed
The summary of feedback from respondents for the aspect of response or speed is as follows, 12 respondents chose "very satisfied" with the speed of the response in the KirimAja application, 6 respondents chose "satisfactory", 3 respondents chose "satisfactory", 1 respondent chose "less satisfactory" and 0 respondents for the points "unsatisfactory" and "very dissatisfied".

Picture 6. The Summary of officer's initiative

A total of 12 respondents chose "very satisfied" with the officer's initiative, 4 respondents chose "satisfactory", 5 respondents chose "quite satisfying". 1 respondent for "unsatisfactory" and 0 for "unsatisfactory" and "very unsatisfactory".

DISCUSSION

Based on the results of the analysis obtained from distributing questionnaires to several KirimAja application users, when viewed in aspect 1, namely the menu display of 23 respondents, it was recorded that 12 respondents chose "very satisfying". 50% of KirimAja application users were satisfied with the application menu display. Aspect 2 records that 15 respondents chose "very satisfied" with the ease of use of the KirimAja application, for the aspects of friendliness and courtesy to online services in the KirimAja application, there were 13 respondents who chose "very satisfied" with the friendliness and politeness of the officers, and 12 respondents chose "very satisfied "for the speed of response of officers and the initiative of officers in services provided online.

The results of this analysis indicate that the respondents are not satisfied with the online services provided by the KirimAja application. In this case, it means that the KirimAja application still has not implemented the concept of care to the user optimally. Seeing the recent conditions that

require extra attention, service in service providers is very much needed and has become a top priority its users, then theirimAja application provider should evaluate user ratings and make it a benchmark for updating and improving their service system.

CONCLUSSION

Seeing the results of the user response, the majority of KirimAja application users do not care about the appearance of the KirimAja application. However, many respondents felt they did not get maximum service from KirimAja employees. Of course, this can be a disadvantage for KirimAja because service is one of the important requirements that must be met by service providers.

KirimAja service providers must immediately take steps to fix and improve their online service system so that users feel more comfortable and become an increase in app appraisal. KirimAja must be quicker to take advantage of opportunities in the pandemic era so as not to be left behind by other delivery services.

VI. REFERENCES

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3. PT Garuda Indonesia. Garuda Indonesia Luncurkan "Kirimaja"- Layanan Pengiriman Barang Berbasis Aplikasi Digital. https://www.garuda-indonesia.com/id/id/news-and-events/garuda-indonesia-luncurkan-kirim-aja#:~:text=Garuda%20Indonesia%20Group%20melalui%20lini,seluruh%20armada%20Garuda%20Indonesia%2C%20Citilink . (tanggal akses)

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![Unika Soegijapranata logo]

PS: MUST COMMUNICATE!

GOOD DAY!!

(1) Smart home appliances: voice assistant by Intansari & Hiskia

(2) Human senses in real life product communication by Fitri & Nabillah,

(3) Emotion and Metaphor of "Star Night Light" by Fikri & Vanessa

(4) Semantiic Strategy for Local Bag Branding by Radita & Eva

(5) Mask product for deaf people by Ega & Annas,

(6) Product semantic evaluation from designer purposes by Nadia & Nadhira

"PS: **primary responsibility of a products, they must communicate**!!!" and this is my respond to all 6 articles.

Usually, we **see** a lot of things around us.

But, We never **look** at them.

‹ ›

As there is a difference between HEARING and LISTENING, KNOWING and UNDERSTANDING!!!

I appreciate the articles all presenters submit in this conference.

PS framework is a long journey theories…

From philosopher to an experts (designers, artists, Linguists, from the vision of Aristotle, Eleanor Rosch, Wittgenstein to Klaus Krippendorff, Burnette, Shannon and Weaver, Bartes, Saussure and so on.
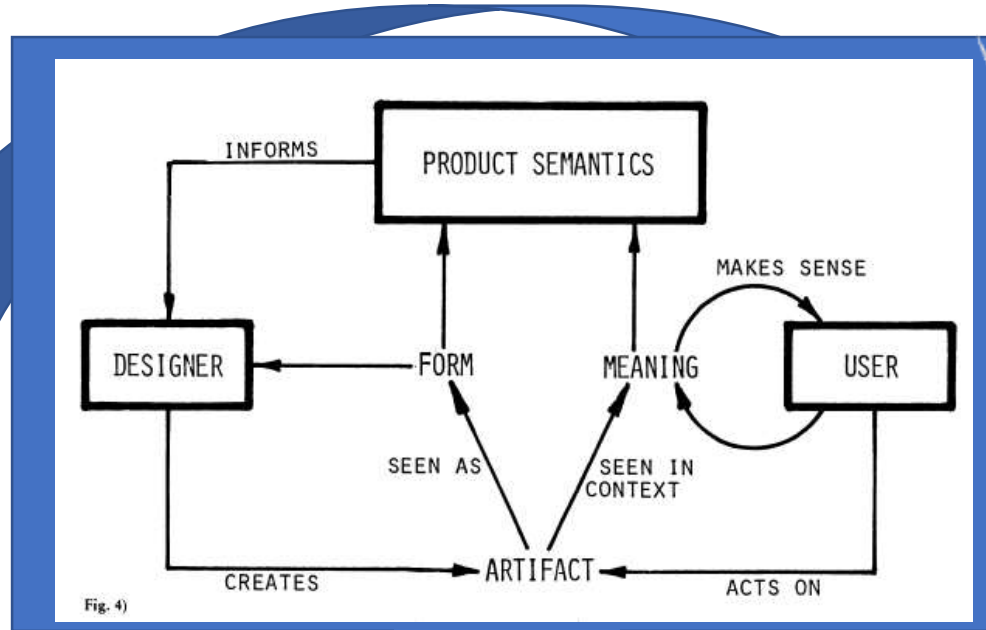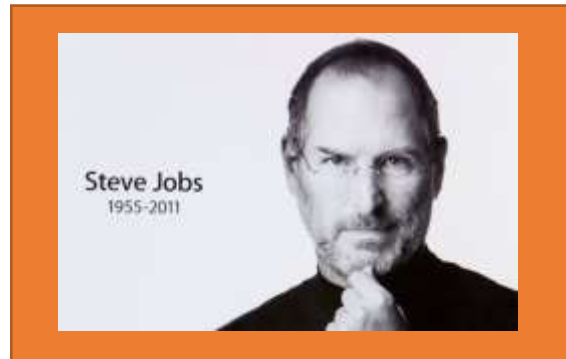

what doesn't kill you makes you stronger♡

PS is treating objects form as a message…they must communicate!!!

PS tracking: Let us experience the messages the product send. (same access, media, talent, funding,

Wright Brothers
Orville & Wilbur

Samuel P. Langley
Smithsonian Institute   X

Steve Jobs
1955-2011

- What was the objects and who made them?
  - For whom and for what purposes?
    - Which country, which territory?
  - Which year, is ist a concept or real product in real life?
    - Which company,people?
  - How to use and with what effect?
- Why the maker could achieved / succeeded while others did not?
- How do we explain when things/product don't go as we assumed?

We need to look deeper to find context.

External CONTEXT (Social, Economical, Commercial, Political, and so on)
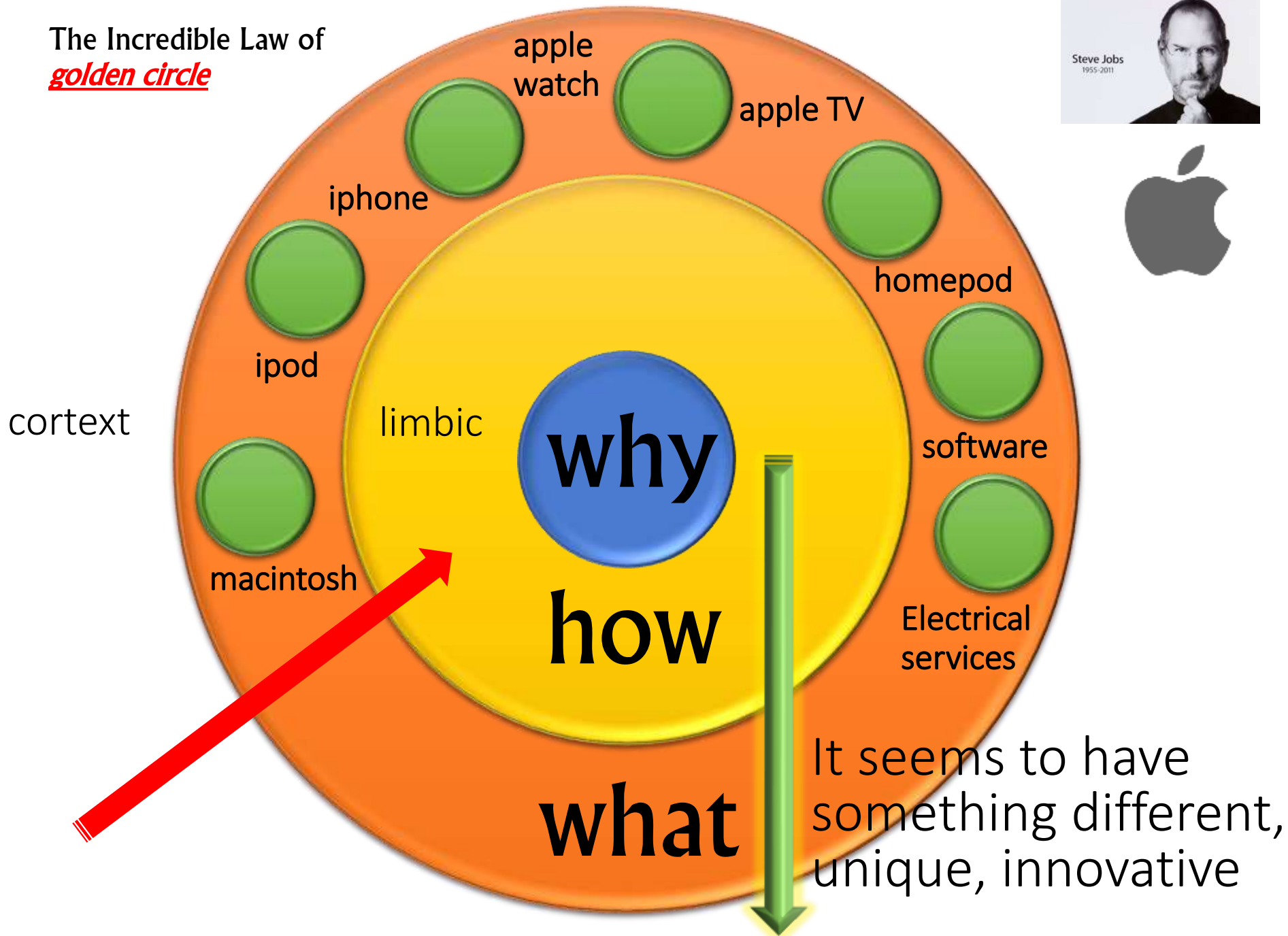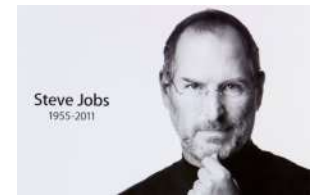
Form and meaning

Designers
Artists
Linguists

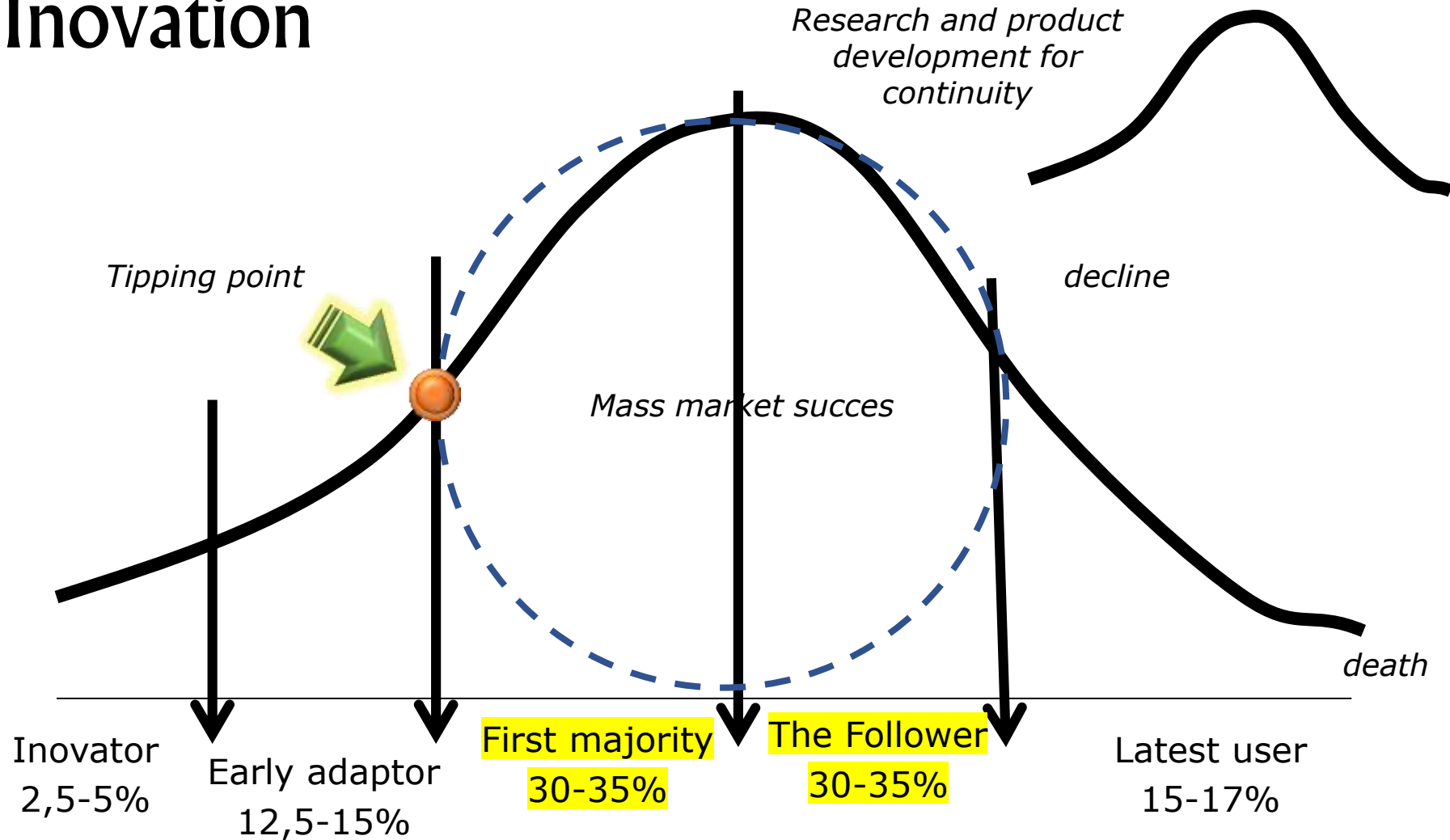Product semantic

Users
Consumers
Readers

They think, act, and communicate differently / complete opposite with others (creative)

denotation and conotation

The Incredible Law of *golden circle*

apple watch

apple TV

iphone

Steve Jobs 1955-2011

ipod

homepod

cortext

limbic

why

software

how

macintosh

Electrical services

what

It seems to have something different, unique, innovative

The Incredible Law of Diffusion of Inovation

Research and product development for continuity

Tipping point

decline

Mass market succes

death

Inovator
2,5-5%

Early adaptor
12,5-15%

First majority
30-35%

The Follower
30-35%

Latest user
15-17%

What are
the cognitive processes involved?

Real World

Mental World

- Visual Clues in Product

- Trigger, in mental world: cognitive, emotion, attitude, behavior, habit, feeling, culture.

- Connection with mental concepts, identification, recognition, categorization, and decision making.

Key Element:

- Semantic function

Visual clues serve semantic function

- Semantic devices

Categorization and reverse the pattern to communicate and developing the products.

THANK YOU

fun game: elaborate this two pictures from PS perspectives what might be communicated by hotels' message in their dining, services, entertainment, bed and breakfast and so on.

Online documentations