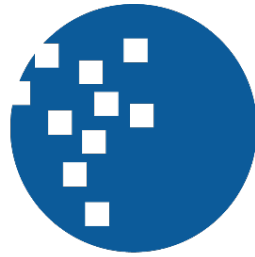


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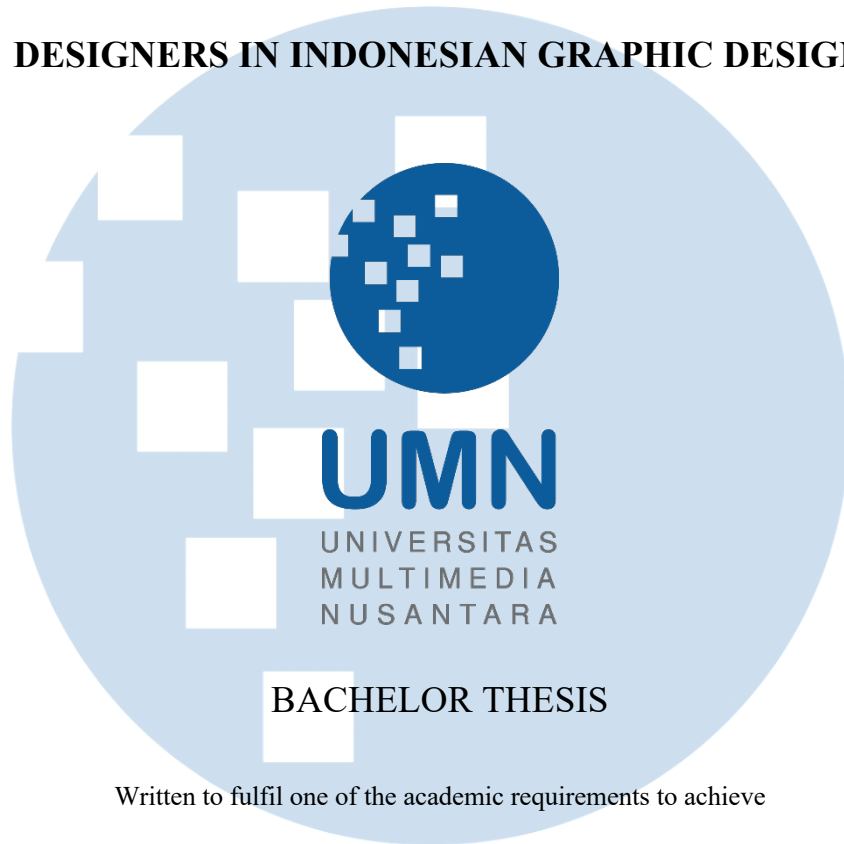
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**BACHELOR THESIS**

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TANGERANG  
2024**

**NARRATIVE RESEARCH OF WOMEN GRAPHIC  
DESIGNERS IN INDONESIAN GRAPHIC DESIGN**



**BACHELOR THESIS**

Written to fulfil one of the academic requirements to achieve

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## THESIS APPROVAL


Bachelor Thesis with the title  
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DESIGNERS IN INDONESIAN GRAPHIC DESIGN**

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on 13.00–13.45 and has been  
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This research is conducted to create small yet significant change to the progress of creating an inclusivity work space for women designers. By supporting the SDGs No.5, the researcher wishes for an improvement towards a more equal society in terms of gender. With this being published, the researcher hoped that it can improve the progression of graphic design in Indonesia.

Tangerang, 22nd December 2023



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# **PENELITIAN NARATIF DESAINER GRAFIS PEREMPUAN DALAM DESAIN GRAFIS INDONESIA**

(Veronica)

## ***ABSTRAK* (Abstract)**

*Desain grafis di Indonesia telah mengalami pertumbuhan yang signifikan sejak pendirian program studi Desain Komunikasi Visual di Institut Teknologi Bandung pada tahun 1972 oleh A.D. Pirous. Seiring berjalannya waktu, desain grafis menjadi elemen integral dalam institusi pendidikan dan industri kreatif di Indonesia. Meskipun pria dan wanita sama-sama terlibat dalam memahami dan mengembangkan desain grafis, pencatatan sejarah untuk desainer grafis perempuan belum sepenuhnya terwujud. Oleh karena itu, penelitian ini bertujuan untuk menggali dan mendokumentasikan kontribusi serta peran perempuan dalam dunia desain grafis Indonesia. Melalui analisis naratif dan fenomena, penelitian ini akan membahas perjalanan dan kontribusi kreatif para desainer grafis perempuan, serta menyoroti pentingnya pencatatan sejarah dalam konteks perkembangan desain grafis di Indonesia.*

***Kata kunci:*** *desainer perempuan, desain grafis, Indonesia*

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# **NARRATIVE RESEARCH OF WOMEN GRAPHIC DESIGNERS IN INDONESIAN GRAPHIC DESIGN**

(Veronica)

## **ABSTRACT *(English)***

Graphic design in Indonesia has experienced significant growth since the establishment of the Visual Communication Design program at the Bandung Institute of Technology in 1972 by A.D. Pirous. Over time, graphic design has become an integral element in educational institutions and the creative industry in Indonesia. Although both men and women are actively involved in understanding and developing graphic design, a comprehensive historical record for female graphic designers is yet to be realized. Therefore, this research aims to explore and document the contributions and roles of women in the field of graphic design in Indonesia. Through narrative and phenomenological analysis, the study will delve into the journeys and creative contributions of female graphic designers, emphasizing the importance of historical documentation in the context of graphic design development in Indonesia.

*Keywords: women designer, graphic design, Indonesia*

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