

BOOK DESIGN ABOUT THE ART OF *IKEBANA IKENOBO*
FLOWER ARRANGING FOR YOUNG ADULTS



FINAL PROJECT REPORT

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VISUAL DESIGN COMMUNICATION STUDY PROGRAM
FACULTY OF ARTS AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BOOK DESIGN ABOUT THE ART OF *IKEBANA IKENOBO*

FLOWER ARRANGING FOR YOUNG ADULTS



LAPORAN TUGAS AKHIR

**Submitted as a Requirement to Obtain
a Bachelor's Degree in Visual Communication Design**

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VISUAL DESIGN COMMUNICATION STUDY PROGRAM

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PREFACE

The author would like to thank God for, through His mercy, guidance, and blessings, the author could complete the whole book design about *Ikebana Ikenobo* as the author's final project in Universitas Multimedia Nusantara. This project topic originated from the author's interest in flowers through flower arranging and seeing the beauty of nature. The author wishes that this final project output would bring great insights to young adults about *Ikebana Ikenobo* as an effort to preserve the culture of *Ikebana Ikenobo* in Indonesia. This final project would not have been completed without the people around the author, who gave countless support and great encouragement.

The author would like to express deep gratitude to:

1. Dr. Andrey Andoko, as the Rector Universitas Multimedia Nusantara.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of the Faculty of Arts and Design, Universitas Multimedia Nusantara.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of Visual Communication Study Program Universitas Multimedia Nusantara.
4. Rani Aryani Widjono, S.Sn., M.Ds., as the author's Advisor who has provided supervision, direction, and motivation to complete this final project.
5. The author's beloved family, who has provided material and moral support, enabling the author to complete this final project.
6. The author's best friends, who have always encouraged and supported the author through finishing the final project.
7. Lusy Wahyudi and Andy Djati Utomo, the informants from *Ikebana Ikenobo* Indonesia, and Eugenius Krisna as the informant as a book designer, have given full support to the author's final project needs and insights.

The author holds strong aspirations that this final project will contribute significantly to the growth and recognition of *Ikebana Ikenobo* in Indonesia, particularly among young adults, by increasing their knowledge in a more accessible way. Moreover, this final project's design will influence and inspire other

graphic design students or even designers to create well-crafted and impactful book designs as their reference in designing.

Tangerang, 18 June 2025



(Carla Holy Putri Atmodjo)



BOOK DESIGN ABOUT THE ART OF *IKEBANA IKENOBO*

FLOWER ARRANGING FOR YOUNG ADULTS

(Carla Holy Putri Atmodjo)

ABSTRACT

Hustle culture has become a defining feature of modern society, often causing individuals to prioritize work over personal well-being. This leads to a lack of work-life balance which increased stress. Engaging in creative hobbies, such as *Ikebana Ikenobo*, can help reduce stress by encouraging mindfulness, patience, and appreciation for nature. Although *Ikebana Ikenobo* is a traditional Japanese art, it was introduced in Indonesia by the establishment of *Ikebana Ikenobo* Indonesia (i3) Organization. However, this practice remains relatively unknown among young adults in Indonesia, mainly due to limited resources and accessibility. To address this issue, the author proposes the design of a book aimed at introducing *Ikebana Ikenobo* to young adults. Using a visually engaging format, the book will provide easy-to-learn informative content on the history, philosophy, and benefits and emphasize *Ikebana Ikenobo* as a stress-relieving hobby. In addition to stress management, this book serves as an entryway to expanding knowledge and appreciation of deeper values and philosophies. This study applies a design method based on Ambrose and Harris's *Design Thinking for Visual Communication Design*. It uses qualitative methods such as interviews, observations, questionnaires, and literature reviews to define the book's objectives. The author hopes that this study and book design can serve as a gateway to broaden young adults' perspectives on stress management through engaging in creative hobbies.

Keywords: book, hobby, *Ikebana Ikenobo*

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

PERANCANGAN BUKU MENGENAI SENI MERANGKAI

BUNGA IKEBANA IKENOBO BAGI DEWASA MUDA

(Carla Holy Putri Atmodjo)

ABSTRAK (Bahasa Indonesia)

Budaya hustle telah menjadi ciri khas masyarakat modern, yang sering kali membuat individu memprioritaskan pekerjaan di atas kesejahteraan pribadi. Hal ini menyebabkan kurangnya keseimbangan antara kehidupan dan pekerjaan (work-life balance) dengan meningkatnya tingkat stres. Melibatkan diri dalam hobi kreatif, seperti Ikebana Ikenobo, dapat membantu mengurangi stres dengan mendorong ketenangan, kesabaran, dan penghargaan terhadap alam. Meskipun Ikebana Ikenobo merupakan seni tradisional Jepang, seni ini diperkenalkan di Indonesia melalui pendirian dan pengembangan organisasi Ikebana Ikenobo Indonesia (i3). Namun, praktik ini masih relatif kurang dikenal di kalangan dewasa muda Indonesia, terutama karena keterbatasan sumber informasi yang lengkap dan aksesibilitas. Untuk mengatasi permasalahan ini, penulis mengusulkan rancangan sebuah buku yang ditujukan untuk memperkenalkan Ikebana Ikenobo kepada kalangan dewasa muda. Dengan desain visual, buku ini akan menyajikan informasi edukatif yang mudah dipahami mengenai sejarah, filosofi, dan manfaat Ikebana Ikenobo, serta menekankan seni ini sebagai hobi yang dapat meredakan stres. Selain sebagai bentuk manajemen stres, buku ini juga berfungsi sebagai pintu untuk memperluas pengetahuan dan apresiasi terhadap nilai-nilai dan filosofi yang lebih dalam. Studi ini menerapkan metode desain dari Ambrose dan Harris dalam Design Thinking for Visual Communication Design serta menggunakan metode kualitatif seperti wawancara, observasi, kuesioner, dan studi literatur untuk merumuskan tujuan buku. Penulis berharap bahwa perancangan buku ini dapat menjadi jalan untuk memperluas perspektif dewasa muda dalam mengelola stres melalui keterlibatan dalam hobi kreatif seperti Ikebana Ikenobo.

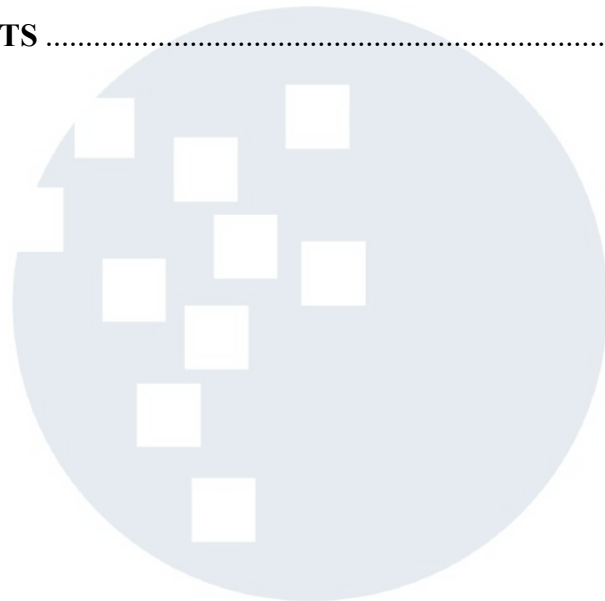
Kata kunci: buku, hobi, Ikebana Ikenobo

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