

CHAPTER 1

INTRODUCTION

1.1 Background

In today's fast-paced generation, *hustle culture* has become common, where individuals often prioritize productivity, achievement, and ambition over personal well-being. As a result, work-life balance is easily compromised. According to the Health and Safety Executive in 2023 reported 875,000 cases of work-related stress which led to 17.1 million lost working days, highlighting the severe impact of this work-life imbalance (Kementerian Ketenagakerjaan Republik Indonesia, 2024). A study published in the Annals of Behavioral Medicine found that 34% of adults who participated in enjoyable activities experienced no stress and as a result showed stable heart rates for hours afterward (Matthews et al, 2015). This proves that calming and leisure activities, such as hobbies, can reduce stress. Moreover, hobbies brings calming effect on emotional regulation, particularly for individuals experiencing chronic stress. Similarly, BMC Public Health suggests that creative hobbies can enhance life satisfaction and reduce stress to improve mental wellness (Elsden et al, 2022). Thus, an example of a creative hobby to de-stress is *Ikebana Ikenobo*, a traditional Japanese art of flower arranging. As the oldest school of *Ikebana*, *Ikenobo* offers a slow, reflective, and expressive practice that aligns with the need for meaningful leisure activities in modern life (About IKENOBO | IKENOBO ORIGIN OF IKEBANA, n.d.).

Eventhough *Ikebana Ikenobo* is a Japanese cultural tradition, the introduction of *Ikebana Ikenobo* to Indonesia began with the establishment and growth of the *Ikebana Ikenobo* Indonesia (i3) Organization, under the supervision of the *Ikebana Ikenobo* Headquarters in Kyoto, Japan. However, *Ikebana Ikenobo* is not much known among young adults in Indonesia and remains limited, with many unfamiliar with its existence or significance. Based on a survey conducted by the author, 63% of young adults in Indonesia from the age of 25-35 years old have never heard of *Ikebana Ikenobo* before and 73.8% do not know the benefits it offers

through this activity. Furthermore, the information available online about *Ikebana Ikenobo* is often incomplete and fragmented, making it difficult to access comprehensive knowledge on the subject. Lusy Wahyudi, a professional *Ikebana Ikenobo* teacher in Indonesia, also highlighted the lack of reliable literature on *Ikebana Ikenobo*, and most resources are either outdated or written in Japanese or English, limiting accessibility for local and broader audiences.

Ikebana Ikenobo, a 550-year-old Japanese floral art, remains relatively unfamiliar to young adults in Indonesia despite its cultural value and potential for preservation. It offers meaningful benefits that can be applied to youth today. According to Lusy Wahyudi, a professional *Ikebana Ikenobo* teacher, this practice serves as a stress-relieving hobby that supports mental well-being, builds character, and promotes mindfulness by arranging flowers. The spiritual essence of *Ikebana* encourages patience, gratitude, and appreciation of inner beauty in nature. Similarly, Andy Djati Utomo, Head of the *Ikebana Ikenobo* Indonesia (i3) Organization, emphasizes its ability to reconnect youth with nature, enhance artistic sensitivity, and most importantly providing joy to de-stress. Supporting this, the American Psychological Association (2024) highlights that without practicing relaxing hobbies or activities to cope stress like *Ikebana*, chronic stress may lead to anxiety, physical health issues, and reduced work performance.

Therefore, as a solution, the author proposes a design of informational media in the form of a book about the art of *Ikebana Ikenobo* flower arranging for young adults in Indonesia. This book design may convey information about *Ikebana Ikenobo*, such as; the history, philosophy, benefits, implementation of styles, in an easily understandable manner. Through a creative visual approach, the design of this informational media can help inform to develop interest in the art of *Ikebana Ikenobo*, particularly among young adults.

1.2 Problem Statement

Based on the background that has been outlined, the main issue is that *Ikebana Ikenobo* is not known widely as a hobby due to limited comprehensive information on *Ikebana Ikenobo*, scattered information and content on the Internet, outdated book sources, and a lack of literature on *Ikebana Ikenobo* in Bahasa

Indonesia. Hence, in light of the issue, the author poses the following question as the foundation for the problem statement:

How to design a book about the art of *Ikebana Ikenobo* flower arranging for young adults in Indonesia?

1.3 Problem Limitation

This design primarily targets young adults of all gender aged 25 to 35 living in Jakarta, specifically those with upper class socioeconomic status (SES A). Moreover, these individuals are actively working or employed. They are interested in exploring new alternative hobbies for stress relief or have a particular interest in floral arranging through the form of a visually informative book. The scope of the design will focus on creating a book that includes visuals and information covering the definition, brief history, styles, benefits, philosophy, and other simple guidance related to *Ikebana Ikenobo*.

1.4 Objectives of Final Project

Based on the identified problem limitations, the author intends to create a book focused on the art of *Ikebana Ikenobo*, a traditional flower arrangement from Japan, aimed at informing and educating young adults in Indonesia. The primary objective of this book design as the author's final project is to introduce *Ikebana Ikenobo* as a meaningful flower arranging practice that serves as an alternative hobby that can be used for stress relief and enhances the self-character and mental wellness among young adults in Indonesia.

1.5 Benefits of Final Project

In creating a valuable final project, the author hopes this design will benefit others greatly. Here are the theoretical and practical benefits of creating this final project that focuses on the topic of *Ikebana* in the *Ikenobo* style for young adults:

1. Theoretical Benefits:

The existence of this design is expected to be one of the efforts to introduce the art of flower arranging known as *Ikebana*, particularly *Ikebana Ikenobo*, which is the oldest school of *Ikebana*. This research can benefit young adults in Indonesia by encouraging them to practice *Ikebana Ikenobo* flower

arranging as an alternative hobby for stress relief and bring other positive self-wellness.

2. Practical Benefits:

Through this final project, this research is expected to serve as a reference for lecturers and other researchers regarding the information pillar of Visual Communication Design, particularly in book design. Additionally, this design can be beneficial as a source of inspiration or reference for other students interested in future book design projects or if they are curious about the topic of *Ikebana Ikenobo* flower arranging. Furthermore, this research may also function as an archival document for Multimedia Nusantara University related to completing the final project as a requirement for a bachelor's degree in Visual Communication Design.

