

## Book Design as Tegel Information Media and Its History in Indonesia

Wantoro, Eldhie Rutfi Milega

Graphic Design Study Program, Universitas Komputer Indonesia  
wantoro@email.unikom.ac.id, eldhie.51918045@mahasiswa.unikom.ac.id

**Abstract.** Many historic buildings have existed for a long time and still survive today. Strength and building materials and good maintenance are the keys to a strong historic building. One of the building materials that is often applied to historic buildings and has strong durability is tile or tegel. Tegel is a kind of tile made of cement and sand. Tegel have unique and distinctive characters, namely very attractive motifs and colors. However, along with the times and technology, tiles made manually have been eroded by the need for raw materials that can be produced quickly, such as ceramics. Indonesian people's awareness of documentation is still low, especially regarding information on tile construction. In fact, it is very useful as information and reference for the next generation. So we need a way to inform tegel and their history in Indonesia. This study uses qualitative methods with sources from books, journals and articles as well as research to the public by distributing questionnaires. The designed information media is a book about tile information and its history in Indonesia. The book contains text supported by images and packaged in a classic style. The expected impact is that the younger generation who have an interest in the field of architecture and interiors, especially interest in tegel, can have in-depth knowledge and references.

**Keywords :** Design, Historical Buildings, Books, Motifs, Tegel, Tiles

### 1. Introduction

Humans as dynamic creatures always have movements every day, therefore humans need an atmosphere of space or a place that is comfortable and beautiful. Classic design in a room that was abandoned by the public but is now becoming a trend among young people, classic design in a room can be implemented in various media in a room such as interior, furniture selection, and other supporting ornaments. One of the characteristics that existed in the rooms of ancient Indonesian dwellings was one of them, the tegel, the tegel motifs which have recently received attention again from the people of Indonesia. In Indonesia, the popularity of tegel began to increase after many public places adapted tiles to their buildings because they were inspired by the Keraton Yogyakarta which also used tegel as palace floors. Of course this is an inspiration for many people, especially interior designers and art activists, to see the uniqueness and richness of tegel motifs in Indonesia. Figure 1 is a tile and an example of its application in Keraton Yogyakarta.



Figure 1. Tegel

Tegel are a type of tile that is rich in motifs and colors that are very interesting to look at. Tegel motif is also very synonymous with ancient Indonesian culture, this can be seen from the many historical buildings in Indonesia that use tiles as their floors. Therefore the use of tegel in a room today can strengthen and present a strong atmosphere of old Indonesian dwellings.

But behind these various motives, it turns out that there are still many Indonesian people, especially the younger generation today, who do not know about roof tiles and their historical origins in Indonesia. This is due to the development of the era which is increasingly modern, so that there are many types of floors with more modern models and materials, which are cheaper and easier to mass produce and appear quickly, so that tiles are starting to be forgotten by the public. Based on the results of a questionnaire conducted in January 2022 with the community, especially the younger generation, with a total of 50 respondents and interviews with Agung as Business Development from PT. According to Soeryo tiles, it can be seen that even though the trend and demand for tiles has started to increase, there are still many who do not know about tiles and their history in Indonesia because they are not accompanied by complete information discussing tiles and their history in Indonesia. Apart from using questionnaires and interviews, fact collection in this study was also obtained through literature studies.

According to Idhar Resmadi [13] Indonesian people's awareness of documentation is still low, especially in history such as tegel which are closely related to the Dutch colonial period. Tegel that are quite identical to ancient European motifs are very important to introduce to the public because tegel have a historical value that cannot be separated from the Dutch colonial era. It is also important to introduce tegel to the public because tegel are one of the hallmarks of ancient interior design in Indonesia because tiles were a hallmark of Indonesian buildings in the past.

Documentation is necessary to convey a strong historical value to the tiles. If information about tiles and their history in Indonesia is not conveyed properly, it can result in the loss of Indonesian cultural heritage. Therefore, we need an information media about tiles and their history in Indonesia which presents history in an interesting way so that people can get information that can increase knowledge about the history of tiles in Indonesia.

## 2. Method

In the process of designing tegel information media and its history in Indonesia, the designer uses two methods found in this information media design. The two methods are communication strategies and creative strategies. The strategy used is to inform the tiles and their history in Indonesia in an interesting way so that the target audience can have a sense of interest in the designed media.

The object of information design that is currently being carried out is tegel, tegel are tiles made of cement and sand. Tegel have very interesting characteristics compared to other types of tiles. This uniqueness can be seen from the richness of the motifs and colors displayed on one tile. It is hoped that the design of tile information and its history in Indonesia will become complete new information for the public to know. Complete information that can be found in this design is about tiles, tile motifs, the process of making tiles, Dutch architectural buildings, the presence of tegel in Indonesia, social elements in tegel, and the development of tegel to the present.



**Figure 2.** Current Tegel Application

The first step taken by the designer is to make observations first, observations are carried out offline and online. Observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory. [10] Offline observations were made by visiting the Keraton Yogyakarta, where the Keraton Yogyakarta is a historical building that uses tiles on the tiles. The second offline observation was carried out by visiting the key tile factory to find out the tiles thoroughly. Online observation was carried out by exploring the internet to find out if there is any information media that discusses tiles and their history in Indonesia.

The next stage is to conduct interviews. Interview is an activity that aims to find information that is carried out by asking questions and answers to informants so as to obtain in-depth information on an object under study. This activity is carried out to obtain data from competent informants in accordance with the object under study in order to obtain in-depth information as well as actual facts and reality [10]. The interview was conducted with Kirana Karang as the Project Manager from Tegel Kunci. Tegel Kunci is a tegel factory that has a long history in Indonesia, the second interview was conducted with Agung as the business development of Tegel Soeryo.

The final stage in the data search process is a questionnaire. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer them [10]. The purpose of conducting a questionnaire is to collect data and information from the public regarding tiles and their history in Indonesia which will be carried out in 2022 for the community, especially the younger generation. The questionnaire was carried out to the community with 50 respondents. From the respondent's data, 66.7% of the respondents did not know the tegel. While 33.3% know the tegel. But the next question to respondents who know the tegel, 87.5% of respondents do not know the history of the tegel themselves. The conclusion from the data obtained from the questionnaire that the designer has given to the respondents, the result is that there are still many respondents who do not know tegel and their history in Indonesia.

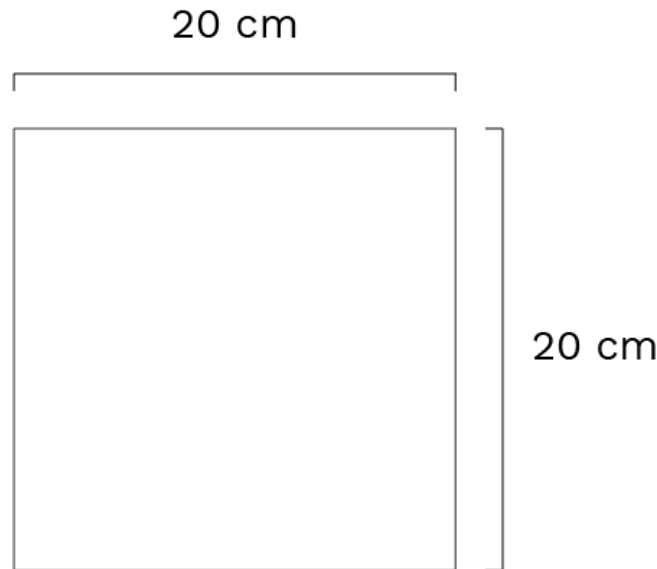
The target audience for the design of Tegel information media and its history in Indonesia are young people, both men and women, with a vulnerable age in early adulthood, namely 20-40 years old with middle to upper social levels. The target audience was chosen because they already have high purchasing power so they can buy tiles for their homes. The intended audience is the people of urban areas in Indonesia, this is based on the large number of modern buildings using tiled floors compared to the use of tiles which are identical to old Indonesian buildings. The psychographics that are determined are early adults because in adulthood many people start to care about the atmosphere of a room to make the room comfortable and decorate the room to make it more beautiful.

The communication strategy made in this design is to use book-type media. The book media used is an information book, this is intended so that the public can get clearer and more detailed information about tiles and their history in Indonesia. This has a positive impact because it can increase knowledge and insight into Indonesian cultural heritage. Communication is the process of communication between the communicator and the communicant, so that messages or information can be conveyed properly.

The verbal approach used in conveying information in this media is using Indonesian, English and Dutch. This is based on the fact that Indonesian can be understood by all Indonesian people so that the message to be conveyed can be conveyed properly by the public in order to increase knowledge and understanding of tiles and their history in Indonesia. Then there are terms in English and Dutch considering that the tiles come from mainland Europe which focuses on England and the Netherlands. The visual approach used in the design of tile information media and its history in Indonesia places more emphasis on graphic elements that use typical Indonesian elements which can add a cultural impression to the information media as well as the use of distinctive colors and motifs that are identical to tiles such as Art Nouveau and Art motifs. Deco and doff colors so that the classic impression that is generated is even greater.

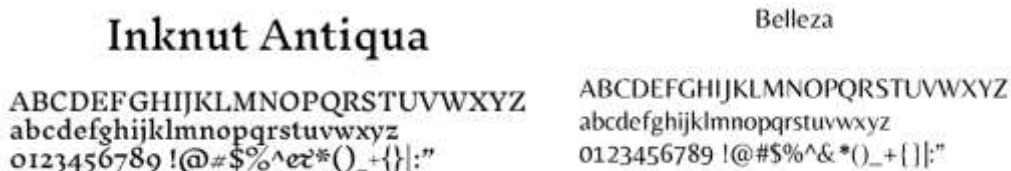
**3. Results and Discussion**

The book is designed in a square format measuring 20 x 20 cm. This size was chosen because it adjusts the original shape of the tiles, which on average is 20 x 20 cm in size. on the graphic elements of the tiles will be made with the final result debossed so that the audience can feel the touch of the motifs on the tiles. This book is 152 pages thick because it has detailed information with the paper used is 100 gram book paper.



**Figure 3.** Book Format

Typography is fully as an efficient way of controlling letters in order to achieve its basic function, which is to help maximize understanding in reading texts [11]. In designing tile information media and its history in Indonesia, use letters or fonts that give a cultural impression but are still elegant. The Inknut Antiqua font is the font that will be used for parts that will be highlighted such as titles and subtitles. Inknut Antiqua is included in the serif font category, this font can be downloaded from the Google Fonts site. The choice of this typeface is because it has an interesting anatomy and has a cultural feel to the anatomy of the letters. The license for this font is free for commercial purposes so it is safe if this book will be sold commercially so there will be no problems in the future. Belleza font is the font that will be used in the body text. Belleza is included in the sans serif font category, this font can be downloaded from the Google Fonts site. The choice of this typeface is because it has a firm and attractive letter anatomy. As well as the readability of this font is also very good so that the information to be conveyed becomes easier to read. The license for this font is free for commercial purposes so it is safe if this book will be sold commercially so there will be no problems in the future.



**Figure 4.** Typography

The illustrations used in this design are visual elements, namely all non-text elements that are visible in a layout [8]. The visual elements that will be used in the design of the tile information media and its history are an outline game of the rich tile motifs. This can add a classic impression that is very thick with Indonesian culture. The photographic approach used in the design of the tegel book and its history

in Indonesia is to use a photographic approach with a halftone effect. This style is characterized by 2 colors and the effect of dots forming an object. The resulting impression of this style is a classic impression that can strengthen traditional cultural values in the design of tegel books and their history in Indonesia. Figure 5 is an example of the photography style in this book.



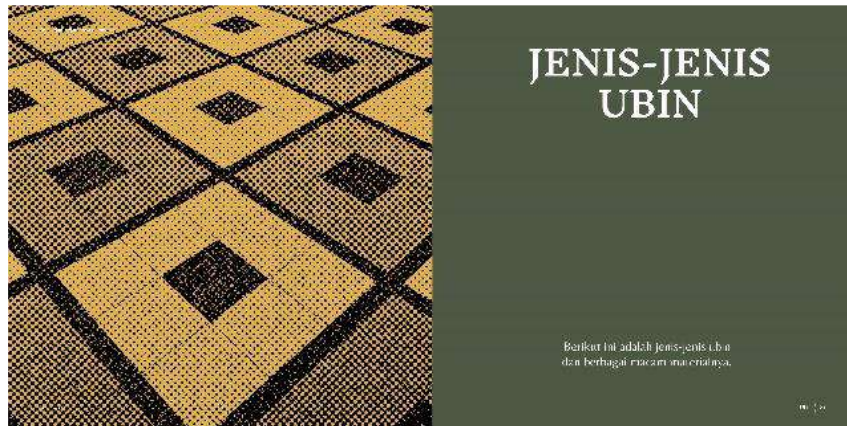
**Figure 5.** Photography

The end result of this design is an information book with the title “TEGEL DAN SEJARAHNYA DI INDONESIA”. Here are some views of the book. Figure 6 is the cover design for this book.



**Figure 6.** Front & Back Book Cover Design





**Figure 9.** Page Design

Figure 9 above shows the contents of the book which contains information about the chapters that will be discussed on the next page.



**Figure 10.** Page Design

Just like before, Figure 10 shows the contents of the book which contains information about the chapters that will be discussed on the next page.



**Figure 11.** Page Design

The page above contains information about the sub-chapters that will be discussed on the next page, as well as some highlights of the message to be conveyed.



**Figure 12.** Page Design

The page above contains information about messages that have important values in this book, therefore the messages to be conveyed are highlighted so that they are more on point towards the target audience.

#### **4. Conclusion**

This design aims to provide interestingly presented information about tiles and their history in Indonesia so that people get more detailed information. Information media, especially books discussing tiles and their history in Indonesia, were not found because the use of tiles had been forgotten due to the presence of more affordable ceramic products. Based on this, it is necessary to design information media in the form of an interesting book in order to make it easier and attract the public's attention in learning about tiles which are full of historical values in Indonesia. The designed information book has a size of 20 x 20 cm and has 152 pages. This book discusses tile and its history in Indonesia, starting from the beginning of the presence of tile in Indonesia, interesting tile motifs to the development of tile today. With this design, it is hoped that the public will not have difficulty finding information about tiles and their history in Indonesia and in the end they can remember that tiles are one of the cultural heritages in Indonesia which must be preserved because tiles can be found in historic buildings in Indonesia.

#### **Acknowledgments**

Researchers would like to thank the Graphic Design Study Program, Universitas Komputer Indonesia, lecturers, friends and all parties for discussion and all information regarding the preparation of this journal.

#### **References**

- [1] W Dewi, F, Budi, B. (2017). Ragam Motif dan Warna Tegel Kunci pada Keraton Yogyakarta. <https://seminar.iplbi.or.id/ragam-motif-dan-warna-tegel-kunci-pada-keraton-yogyakarta>. Seminar Ikatan Peneliti Lingkungan Binaan Indonesia (IPLBI) 1, A 499-504. Diakses pada 8 November 2021.
- [2] Sarjiyanto. (2017). Penggunaan Ubin-Ubin Enkaustik: Studi Kasus Pada Beberapa Bangunan Abad Ke-19 Di Indonesia Masa Hindia Belanda. <https://jurnalarkologi.kemdikbud.go.id/index.php/kalpataru/article/download/234/175>



- [3] Handinoto. (2008). Daendels dan Perkembangan Arsitektur Di Hindia Belanda Abad 19. <https://dimensi.petra.ac.id/index.php/ars/article/view/6973>. DIMENSI TEKNIK ARSITEKTUR Vol. 36, No. 1, Juli 2008: 43 - 53. Diakses pada 8 November 2021.
- [4] Setiawan, M, Santosa, A. (2013). Gaya Kolonial pada Rumah Tinggal Keluarga Ko Som Ien dan Ko Kwat Ie di Magelang. <http://publication.petra.ac.id/index.php/desain-interior/article/view/1564>.
- [5] Walisyah, T. (2018). Audiens dalam Periklanan: Sebagai Target Market. <http://jurnal.uinsu.ac.id/index.php/komunika/article/view/3996>. Vol 5, No 2 tahun 2018. Diakses pada 28 Mei 2022.
- [6] Hanurawan, F, (2018). Psikologi Sosial Terapan untuk Pemecahan Masalah Perilaku Sosial, Raja Grafindo Persada, Depok.
- [7] Kartono, Utomo, R, Sasongko, P & SSRM, T. (2018). Perubinan Kristalografi. ISBN : 978-602-5966-04-0. Matematika. Yogyakarta.
- [8] Rustan, S, (2014). Layout Dasar & Penerapannya. PT. Gramedia Pustaka Utama, Jakarta.
- [9] Rustan, S, (2014). Font & Tipografi. PT. Gramedia Pustaka Utama, Jakarta.
- [10] Sugiyono, (2017). Metode Penelitian Kuantitatif, Kualitatif dan R&D, Alva Beta, Bandung..
- [11] Sihombing, D. (2017). Tipografi dalam Desain Grafis. PT. Gramedia Pustaka Utama, Jakarta.
- [12] Soewardikoen, D, W, (2013). Metodologi Penelitian Visual dari Seminar ke Tugas Akhir, CV Dinamika Komunika, Bandung.
- [13] Rez, Idhar . (2008). Music Records Indie Label, Cara Membuat Album Independent!.DAR! Mizan
- [14] Dekoruma, K. (2018). 6 Hal Yang Harus Kamu Ketahui Tentang Motif Tegel. <https://www.dekoruma.com/artikel/61923/apa-itu-motif-tegel>. Diakses pada 1 Desember 2021.
- [15] Fitria, A. (2020). Mengenal tegel tren lantai jaman dulu untuk desain masa kini. <https://www.ndesainomah.com/mengenal-tegel-tren-lantai-jaman-dulu-untuk-desain-masa-kini/>. Diakses pada 1 Desember 2021.
- [16] Moreno, Arnaldo. (2007). Bertoceramic Tiles: Above and Beyond Traditional Applications. Journal of The European Ceramic Society. Volume 27, Issues 2–3, 2007, Pages 1607-1613. Instituto De Tecnología Cerámica, Asociación De Investigación De Las Industrias Cerámicas, Universitat Jaume I, Campus Universitario RiuSec, 12006 Castellón, Spain
- [17] Pane, S. F., & Purnama, I. Classical Motives Tegel In Social Change and Culture: Tegel Kunci Yogyakarta.
- [18] A. HAAKE. The Role of Symmetry In Javanese Batik Patterns. Symmetry 2 Unifying Human Understanding International Series In Modern Applied Mathematics and Computer Science 1989, Pages 815-826. Institut Für Kristallographie Und Mineralogie Der Johann Wolfgang Goethe-Universität, Senckenberganlage 30, D 6000 Frankfurt Am Main, B.R.D.
- [19] Idham, Noor Cholis. (2018). Javanese Vernacular Architecture and Environmental Synchronization Based On The Regional Diversity Of Joglo And Limasan. Frontiers Of Architectural Research. Volume 7, Issue 3, September 2018, Pages 317-333. Department Of Architecture, Universitas Islam Indonesia, Yogyakarta, Indonesia