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**2016**

Empowering Local Mind  
In Art Design & Cultural Heritage

# 3rd ISME International Colloquium 2016

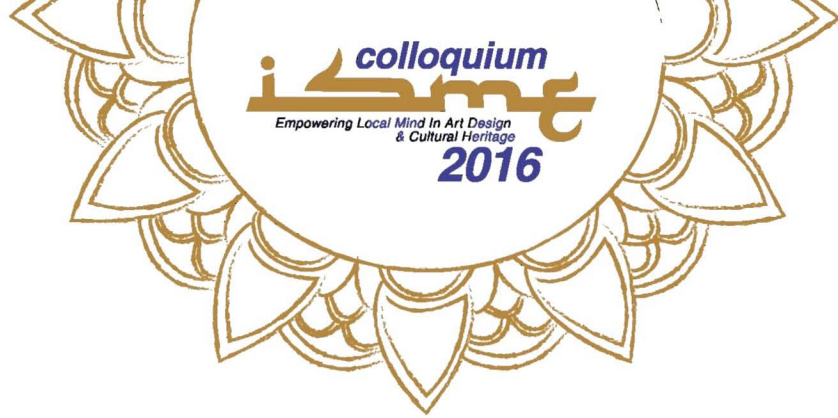
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Empowering Local Mind  
In Art Design & Cultural Heritage

# 3rd ISME International Colloquium 2016

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Empowering Local Mind  
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# Rattan Furniture Design: A Comparison Study between Malaysia and Indonesia Design Trend

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**Abstract**— Malaysian rattan furniture industry nowadays decline to 0% on timber export (MTIB 2016). The situation is becoming more critical with the number of skillful craftsman and rattan manufacturer declined recently. It is believes that the cost of raw material is cheaper if imported from other countries. In fact, the job of rattan seeker as economic resources are no longer famous as it was in 70s and 80s. However, Indonesian rattan still highly in demand whereby the cane tree easily can be found in Indonesian archipelago. Thus, this contributed the increment of market demand towards rattan end products. Some research shows that the Indonesia market demand was increases. Hence, make the Indonesian Rattan Industries is more reliable to the global market. Therefore, a case study has been conducted on Rattan Furniture Design between Malaysia and Indonesia rattan industries to look into design trending which is one of the factors that Malaysia Rattan Industry struggle to sustain efficiently. This paper will provide some of the comparison on rattan furniture design from both countries to analyze on how to make Malaysia Rattan Furniture Industry more relevant in the future.

# 1. INTRODUCTION

Malaysian rattan furniture industry nowadays decline to 0% on timber export (MTIB 2016). The situation is becoming more critical with the number of skillful craftsman and rattan manufacturer declined recently. It is believes that the cost of raw material is cheaper if imported from other countries. In fact, the job of rattan seeker as economic resources are no longer famous as it was in 70s and 80s. However, Indonesian rattan still highly in demand whereby the cane tree easily can be found in Indonesian archipelago. Thus, this contributed the increment of market demand towards rattan end products. Some research shows that the Indonesia market demand was increases. Hence, make the Indonesian Rattan Industries is more reliable to the global market. Therefore, a case study has been conducted on Rattan Furniture Design between Malaysia and Indonesia rattan industries to look into design trending which is one of the factors that Malaysia Rattan Industry struggle to sustain efficiently. This paper will provide some of the comparison on rattan furniture design from both countries to analyze on how to make Malaysia Rattan Furniture Industry more relevant in the future.

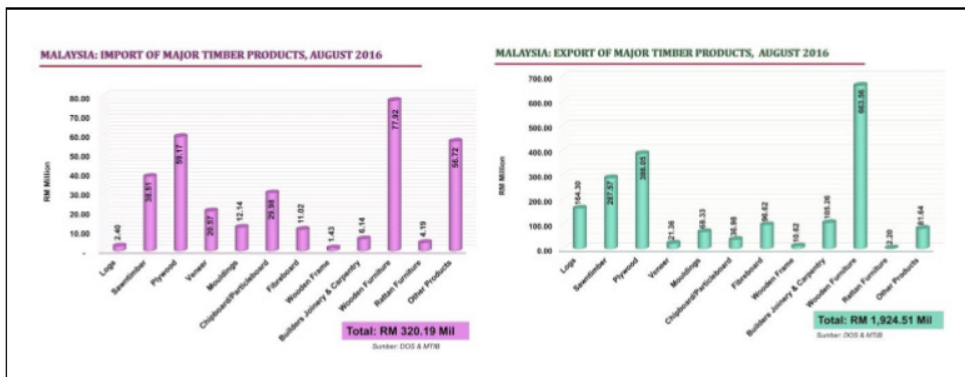


Table 1.0 Import and Export of Major Timber Products (MTIB 2016)

From the above bar chart, it showed that rattan furniture industries in Malaysia are more to import their product rather than export. It can be stated that Rattan furniture not be considered as main product to be focused on exports while in the late 70s Malaysia Rattan Furniture Industry is one of the major export country around the world which valued billions of dollars. There is several issued need to be considered in the way to overcome and increase demand on the global market. One of the issued needs to be focused is rattan furniture design trend to fulfill need and taste on consumer presently.

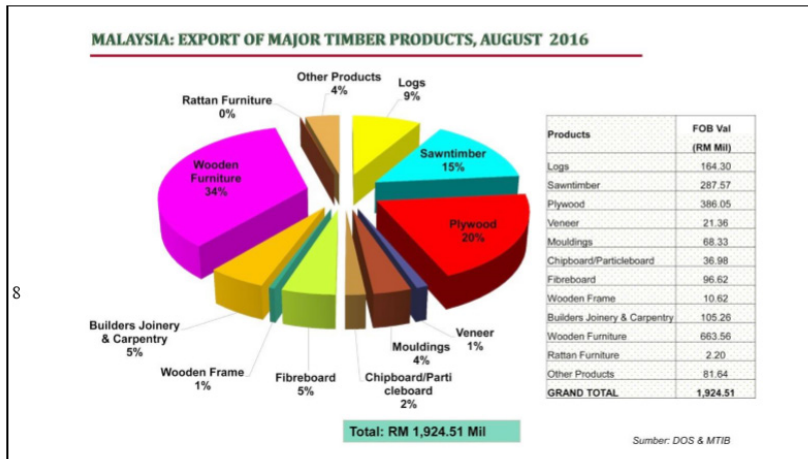


Table 1.1 Exports of Major Timber Products (MTIB 2016)

According to Malaysia Timber Industry Board (MTIB) statistic for exports on Rattan Furniture August 2016 is 0% which is lowest than other timber products. (Table 1.1) Apart from this situation, it can be stated that Malaysian Rattan Furniture has lost 100% on the global market demand. Thus, a comparison study has been made between Malaysia and Indonesia design trend which one of the factor that Malaysian Rattan Industry has to fulfill in the way to achieve and increase the numbers of demand on the global market.

## 2. TERMINOLOGY

*Design* - creation of a plan, drawing or things produced to show the look and function before it is built or made. (Oxford Dictionary)

*Trend* – is what hip or popular at the certain point in time. (Oxford Dictionary)

From both terminologies Design Trend can be considered as a factors or criteria to be look into before designing and produce a Rattan Furniture design in a way to fulfill global market needs.

*Craftsmen* - In English, craft is described as lying somewhere between an art (which relies on talent and technique) and a science (which relies on knowledge). In this sense, the English word craft is roughly equivalent to the ancient Greek term “*techne*”. Craftsman can be defined as a person who practices or is highly skilled in a craft.

## Rattan

The name of Rattan is derived from the Malay rotan, meaning “walking stick” and came into general use around the time European ships first began trading in Southeast Asia. (Noorizal Ramly) The world’s rattan supply comes from Malaysia and other Asian countries. Indonesia is well known as the contributor to the 90% of the world rattan supply. It is identified that most rattan species (more than 500 types) grow in Indonesia (PIRNAS) while in Peninsular Malaysia there are only 106 species and five varieties of rattan and about 25 species are being used commercially. (Figure 1.0) showed rattan plantation and raw materials that have around Indonesia archipelago. Generally, raw rattan is processed and used as materials in furniture making. The remaining core of rattan is used for various purposes in furniture making. Rattan is a superb material mainly because it is lightweight, durable, and flexible as it can be shaped into any form compared to other sustainable materials. Rattans are extensively used for making furniture and baskets (Adam Jeremy). Rattan accepts paints and stains like many other kinds of wood, so it is available in many colors and it can be worked into many styles.



Figure 1.0 Rattan Plantation & raw material around Indonesia archipelago

### 3. METHODOLOGY

In this section, the researcher discusses the method used throughout this research. This section briefly describes the primary research and secondary research techniques applied in the study used qualitative research. Based on the primary research, researcher used observation and interviewed as an instrument to get the data. First observation had done at world rattan center Cirebon, West Java Indonesia. Researcher also conducted the semi-structured interview approach to collect further qualitative data. All the interviewed session

were involved by PIRNAS key person, Dr Andar Bagus (Rattan & Ergonomic expert). Second observation had done at Perbadanan Kraftangan Malaysia where secondary data was collected to support the research at the same time. Hence, the comparison table had been done for both countries. All the data has been compile and analyze on result and discussion section.

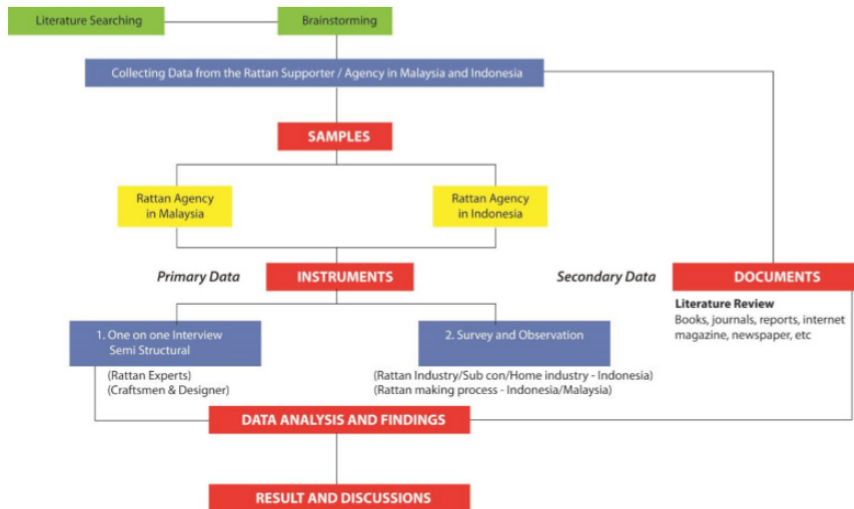


Figure 1.1 Strategy of methods chosen

#### 4. RESULT & DISCUSSION

It can be stated that there are some differences between Malaysia and Indonesia design trend where researcher need to be look into before make any conclusion. In the context of Malaysian rattan design is still well known as a craft while there are different perceptions in Indonesia. Indonesian still recognized rattan is their heritage craft product but they have a good correlation between craftsmen and rattan designer where Malaysian does not look into. Thus, this section will discussed and find a comparison study between Malaysian and Indonesia design trend.



















<b>SUPPORTED BY</b>	 MALAYSIA	 INDONESIA
<b>MINISTRY (GOVERNMENT)</b>	  	  
<b>UNIVERSITY NGO / RESEARCH GROUP</b>	 	 
<b>RATTAN INDUSTRY</b> -High End -Middle End -Low End	 NRT Cascadia Home Product Sdn Bhd 20+++ INDUSTRY PLAYER	 Yamakawa Rattan 100++ INDUSTRY PLAYER 
<b>COMMUNITY (Sub-con/Home-Industry)</b>		 KOMUNITAS DESA TEGALWANGI KEC WERU KABDT II CIREBON  RATTAN DESIGNER CIREBON DESA ROTAN GALMANTRO

Table 1.2 Comparative tables between Malaysia and Indonesia rattan supporter.

Above comparison (table 1.2) showed rattan supporter from the top agency till the bottom which is community to make a rattan industry sustain and relevance in both country. Thus both supporters initiate themselves where they have their own task to support ministry to increase economical value on global market. Apart from the overall view, it showed that Malaysia country still have a gap on community where they didn't have any official or registered community for rattan craftsmen especially in rural area. Apart from that, there has no sub con or home industry compared to Indonesia country where this section will help and sustain their household economy.











	 MALAYSIA	 INDONESIA
RATTAN DESIGNER		 ALVIN TJITROWIRJO  ABI ABDILLAH
INVENTION ON RATTAN (PATENT)		 LAMBER (Laminated Bent Rattan) DESIGNER : DODI MULYADI  HALF POLE STRUCTURE DESIGNER : ANASTASIA SULEMANTORO
DESIGN TREND	MODERN CONTEMPORARY / TRADITIONAL MOTIF OF FLORA (PATTERN) FULL COVERED BY RATTAN COLORFULL 	MINIMALIST DESIGN COMBINATION OF MATERIALS INNOVATION DESIGN NATURAL COLOR 

Table 1.3 Comparative tables between Malaysia and Indonesia Design Trend.

Above comparative (Table 1.3) showed a comparison between Malaysia and Indonesia design trend and general key person officially involved in rattan design process. In fact, Malaysia still doesn't have a rattan designer where there is lot numbers of potential designer comes and graduate from National Craft Institute Malaysia. Compared to Indonesia they produced and growth young talented designer to market and sell their ideas through international platform. In section Invention on rattan (patent) there are still have a gap where there has no proper and official invention on rattan furniture done by Malaysian rattan designer. On design trend section, it can be concluded that both countries have their strength and direction to produce a good quality rattan furniture design. But there are still have a gap in terms of design process where Malaysian craftsmen and rattan designer doesn't sit together. There are different with Indonesian rattan designer which fully supported and cooperated by craftsmen. Apart from that, design value was added into their product such as functionality and market needs before they start on design and making process. Malaysian design still tend to bulky and covered all the parts with rattan where it can be wasted a rattan materials. Malaysian designer and craftsmen have to learn something from Indonesia through a workshop or related programs to make rattan industry in Malaysia still relevance in the future.





Figure 1.2 Samples of Malaysia and Indonesia Rattan Furniture manufactured

Above samples showed both countries rattan furniture where Samples A produced by Malaysia (Rattan Living manufactured) while Samples B produced by Indonesia (AIDA rattan industry). It can be stated that there are differentiated between Malaysia and Indonesia design trend as discussed on (Table 1.3). Why the design trend is still different while both countries use same materials (rattan). These happen because of there are no correlation and cooperation between craftsmen and designer. There are gap between both Malaysian craftsmen and designer (Figure 1.3) while Indonesia both person are gathered and cooperate together while designing a rattan furniture.

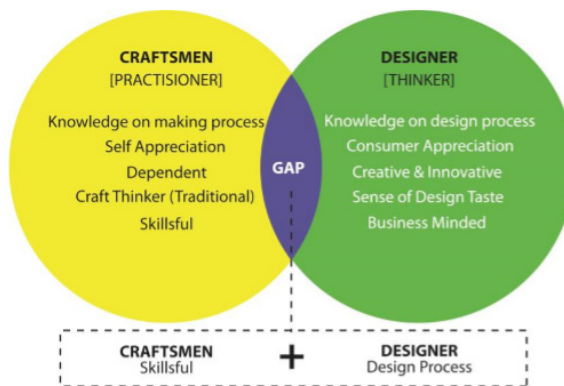


Figure 1.3 Samples of Model for Malaysian Craftsmen and rattan designer

In the context of Malaysian rattan industry, they are still lacking on correlation between craftsmen and rattan designer where actually thus people need each other to produce a good potential design which fulfill need and global market. That's why Malaysia rattan industry cannot produced a potential rattan design. Action need to be taken seriously to make Malaysian rattan furniture relevance presently.



## 5. CONCLUSION

In conclusion, rattan designer and craftsmen in Malaysia need to cooperated and sit together before they start to design and produced rattan furniture. Authorities and related agency need to look into sub-con and home industry to assist rural community increased on their household economy. Therefore, workshop and programs such as competition or exhibition need to be expanded to give a passion and promotion to community and young designer. The quality of rattan finishing and ergonomic need to be considered when design a rattan furniture so that can fulfill market need. Hence, designer in Malaysia need to follow design trend without eliminating traditional craftsmanship that can give the high value for our environment as this can called as a sustainable and green design to make rattan industry in Malaysia still relevance and sustain efficiently.

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