

**PORTABLE STYLISH TELEVISION STAND  
MADE FROM RESIN-TREATED KELEMPAYAN  
(*Neolamarckia cadamba*)**

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## ABSTRACT

### **PORTABLE STYLISH TELEVISION STAND MADE FROM RESIN-TREATED KELEMPAYAN (*Neolamarckia cadamba*)**

Demands on utilising hardwood and rubberwood species as furniture materials have increasing year by year. This is because of the popularity of tropical light hardwoods and rubberwood as furniture material, due to their good properties. Hence, there was an alternative material as a substitute for these demand species, which is kelempayan. However, since kelempayan is a light hardwood species, treatment must be done to increase the durability. For this research, kelempayan was treated with phenol formaldehyde resin. The purpose of this study was to produce a product from a new innovative raw material, treated kelempayan. Besides, a survey also was conducted to collect feedback on consumers' satisfaction based on raw material, design, and marketing. A set of questionnaires was distributed to 143 respondents from various gender, age, profession, and income categories to collect data. Reliability analysis, demographic analysis, descriptive analysis, comparative analysis, and correlation analysis were used to evaluate the data. Based on the data results, it indicates that most of respondents agreed and satisfied with the use of treated kelempayan as an alternative material, also the portable and simple design of the product. The mean value for material and design factors were 4.39 and 4.33, respectively. In a nutshell, this portable stylish tv stand made from treated kelempayan was successfully produced. Plus, the uses of new alternative material such as treated kelempayan must be expanded to overcome the demand of certain species.

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