

Integrated Learning Model in Product Design Studies based on Design Thinking and Business Model Canvas

Tri Noviyanto Puji Utomo¹

Stephanus Evert Indrawan²

Fakultas Industri Kreatif

Program Studi Interior Architecture

Universitas Ciputra

ABSTRAK

Konsep pendidikan berbasis desain, khususnya desain produk yang dalam kurun waktu beberapa tahun belakangan ini mengalami perubahan yang sangat cepat. Banyak metode pembelajaran sudah diterapkan, mulai pembelajaran *based on problem* maupun *based on competensis*. Namun sebaik-baiknya metode yang dipelajari tersebut seringkali belum menyentuh persoalan mendasar tentang bagaimana sebuah produk desain direncanakan sejak awal sampai dengan implementasinya dan siap untuk dipasarkan. Kebutuhan akan sebuah model studi pembelajaran dalam perancangan desain produk yang bisa mengintegrasikan proses berpikir desain dan perencanaan model bisnis yang mudah dipahami oleh mahasiswa menjadi dasar dalam penelitian ini. Optimalisasi perancangan dengan Design Thinking dilakukan melalui 7 tahapan yang saling berkesinambungan. Ke tujuh tahapan *design thinking* tersebut adalah : Explorasi, Identifikasi, Ideasi, Visualisasi, Konstruksi, Evaluasi dan Persuasi. Sedangkan pembelajaran perencanaan model bisnis dilakukan melalui metode *Business model Canvas (BMC)*. Terdapat tiga komponen besar yang membangun dan mendasari model BMC ini, ketiga komponen tersebut adalah Operasional, Produk dan Konsumen. Integrasi penerapan model *design thinking* dan BMC ini diaplikasikan pada mata kuliah perancangan desain produk furnitur di kelas Entrepreneurial Interior Architecture Studio 4 (EINAS 4) Universitas Ciputra.

Kata Kunci : *Desain Produk, Design Thinking, Business Model Canvas*

ABSTRACT

The design-based education concept, especially in field of product design are experiencing a rapid change in last few years. Many learning methods have been applied, from problem-based learning method to competency-based learning method. Although we have studied the methods well, we often do not touch the fundamental issue of how a product design is planned, to be implemented and to be marketed. The need for a model of learning in the field of product design that can integrate the design-thinking process and planning a business model that can be easily understood is the basis of this study. Optimizing the design process by Design Thinking Method is done through 7 stages. The seven stages of design thinking are: Exploration, Identification, Ideation, Visualization, Construction, Evaluation and Persuasion. While learning the business model planning is done through Business Models Canvas (BMC) methods. There are three major components that build and underlying BMC , namely operational, product and consumer. The learning models of Design Thinking Method and Business Model Canvas that integrated is applied in Entrepreneurial Interior Architecture Studio 4 Subject were held at University of Ciputra.

Keyword : *Design Product, Design Thinking, Business Model Canvas*

