



Designing Surabaya Heritage Theme for Hopscotch Playmat of *Kampoeng Dolanan*

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Abstract. *Kampoeng Dolanan* Surabaya is a community that actively introduces Indonesian traditional games. This community is located in the Kenjeran Village area, RT 04 RW 02, Simokerto Village, Simokerto District, Surabaya. The *Kampoeng Dolanan* community often conducts roadshows to promote traditional games outside of Surabaya by bringing traditional game tools including hopscotch playmats. Their hopscotch mats are still simple and not designed according to the target market (children). The purpose of this design is to design a hopscotch playmats with the theme of Surabaya Heritage as well as an introduction to Surabaya during *Kampoeng Dolanan* roadshow. Surabaya Heritage designs are the application of previous research designs that have produced prototypes. The design began by identifying the problems faced by the *Kampoeng Dolanan* Community then digging and analyzing the data. The data collection techniques used interviews and observation. From the results of the analysis produced a design concept. The design visualization stage began with thumbnails and thigh tissue. To determine the final design used the forum group discussion technique. The result of this designs were the hopscotch playmats. The mat 3×1 m used 420 gsm vinyl and printed digitally.

Keywords: hopscotch · playmat designs · Surabaya Heritage · *Kampoeng Dolanan* Surabaya

1 Introduction

Kampoeng Dolanan Surabaya is one of the communities that actively introduces Indonesian traditional games. This community is located in the Kenjeran Village area, RT 04 RW 02, Simokerto Village, Simokerto District, Surabaya. Traditional games have been active in this village since 1994, along with the forming of youth organizations. In 2016 the idea began to create a village that has a branding so that in 2017 the *Kampoeng Dolanan* Community was formed. The members are not only the village youth organizations but also looking for volunteers to participate in preserving Indonesian traditional games.

Since it was first established on December 13, 2016, *Kampoeng Dolanan* has found the main problem related to the lack of children playing traditional games. This is

the focus of *Kampoeng Dolanan* activities, namely socializing traditional games to the community, especially children, this activity is called *Kampoeng Dolanan* Roadshow (KD Roadshow). In order to grow and develop in terms of activities, *Kampoeng Dolanan* is looking for volunteers. The response was overwhelming, more than 1,000 people signed up as volunteers. The more volunteers are obtained, the easier it is to have an impact on the community in terms of introducing Indonesia traditional games.

It is difficult involving people outside the Simokerto because the access to the location of the *Kampoeng Dolanan* community is difficult to reach. Because *Kampoeng Dolanan* is not easy to find and close to the train tracks [1, 2], that is the reason why there are many activities are carried out outside. One of the activities is on Car Free Day along Jalan Tunjuangan every Sunday.

These outdoor activities require special game tools, including the hopscotch game. If the activity is held on a road such as Jalan Tunjungan, of course it is not possible to draw a road with chalk for the hopscotch game, so a playmat is needed. Playmats are also needed if the playing field is not from the ground, for example on grass or paving. Playmats can be taken and used during roadshow activities without having to draw or make hopscotch plots. These mats can be folded for easy storage when not in use. The *Kampoeng Dolanan* Community has already have the hopscotch playmat but the designs are still plain and simple. The mats do not show the identity of the City of Surabaya as the origin of *Kampoeng Dolanan*.

The hopscotch playmat can be designed more attractively which shows the identity of the city of Surabaya as the origin of *Kampoeng Dolanan*. Besides that, it can also be used as a medium for introducing historical buildings or the City of Surabaya Heritage. Apart from being used as hopscotch paly mat for roadshows, this playmat can be sold to people who want to play Hopscotch in their home or yard without having to draw plots of Hopscotch.

The hopscotch playmat can be one of the media for introducing the historical heritage of the city of Surabaya because Surabaya has the potential of local wisdom that is attractive to tourists. One of the tourism potentials is in the form of historical buildings. Historical buildings that have been designated as cultural heritage in the city of Surabaya until 2015 are 273 buildings. The shape of the building, which has Indisch characteristics, can be seen in the buildings of the Javasche Bank (1915s) by providing Javanese carvings. The architectural style after the 1920s under the name Nieuwe Bouwen (international style) [3]. In addition to historical buildings that are protected by cultural heritage, Surabaya also has historical monuments to mark the historical record of the brave and outspoken 'arek-arek Suroboyo' characters that characterize Surabaya. As a city of heroes and a city that has cultural acculturation [4].

Based on the problems faced, it is necessary to design a hopscotch playmat as well as a promotional media for *Kampoeng Dolanan* when there are exhibition events or road shows. This hopscotch playmat can also be sold at the event so that it can become income generating for the *Kampoeng Dolanan* community. So the purpose of this study is to describe the process of designing a hopscotch playmat for *Kampoeng Dolanan*.

2 Method

In the process of designing the hopscotch playmat this time, accurate data is needed and in accordance with the target, namely for children. For this reason, this study used qualitative research methods to collect data. Qualitative methods are used to obtain in-depth and meaningful data, therefore qualitative research does not emphasize generalizations [5].

The research is located in the *Kampoeng Dolanan* Community in Kenjeran District, Surabaya. The research data was obtained from primary data sources obtained from interviews with volunteers in the *Kampoeng Dolanan Community* and several children. Observations were also made in the field. While secondary data obtained from documentation in the form of books, articles, and pictures related to the research. Documentation is done by looking for relevant works to understand the existing problems. This is done by adding other references in the form of books, articles, and pictures.

3 Result and Discussion

3.1 Data Identification

The flagship program of Kampoeng Dolanan for the community is the Kampoeng Dolanan Roadshow. Roadshow activities socialize traditional games to the public with several targets. This socialization is an introduction to traditional games with various targets, namely villages, schools, public places, tourist attractions and others. The KD roadshow is divided into five locations visited, they call it *sambang* (visiting), the places visited by the Kampoeng Dolanan community are five categories, such as: 1) *sambang kampung* (visiting the village); 2) *sambang dalam* (visiting the road); 3) *sambang sekolah* (visiting schools); 4) *sambang komunitas* (collaborating with the community) 5) *sambang even* (attend the activity) [6].

Dolip store is a program in the field of social business which is a financial activity to support the *Kampoeng Dolanan* community, its activities are selling traditional games and helping the activities of the creative mothers of *Kampoeng Dolanan*. The dolip store sells online at the instagram, sometimes also through bazaars or at the *Kampoeng Dolanan* Surabaya community event, the types of games sold are also various, and not all games sold are obtained by suppliers, sometimes the Kompoeng Dolanan community also make their own game [6].

Kampoeng Dolanan Roadshow exhibits the traditional games not only during Car Free Day on Tunjungan street but also in shopping centers (malls), one of which was at PTC (Pakuwon Trade Center) in Surabaya in 2018. The mall provided a play area and players for *Kampoeng Dolanan* to promote traditional game. At the location of this exhibition, visitors are free to try various kinds of traditional game tools, including: tug of war, hola hop, *gangsing* and snakes and ladders.

Hopscotch is played by using only a flat area drawn by boxes with a certain pattern using chalk or soil and also a *gaco* in the form of a thin slab that can be made of ceramic shards or flat stone. This game can be played by both men and women, individually or in groups. The pattern of the hopscotch field is in the form of a plane, mountain or propeller [7]. Before playing the game, children usually make squares to be stepping on

when jumping and each of them has a coin or object that is used as a pawn to detect where the journey stops. The way they jump is not like jumping in general, but jumping on one leg. When jumping, children must be able to stand on box after box without being allowed to touch the edge of the box [8].

The traditional hopscotch game also has a philosophy, which is interpreted as a symbol of human hard work in building a residence or house. The shape of the field for this game is a square with 7 squares representing the number of days in a week. The player must walk on one leg, which can be interpreted as an obligation to be a hard worker in his life. After experiencing all of that, humans will get the results described by the rice fields in the hopscotchgame [9].

3.2 Creative Strategy

Surabaya's tourist attractions include the theme of historical buildings because Surabaya is famous for its history of colonialism as indicated by the many old buildings in the center of Surabaya, including the House of Sampoerna. The historical theme of the Indonesian independence struggle in Surabaya: this is widely used by the city government of Surabaya to introduce the struggle for independence. In addition, the background is that Surabaya is called the City of Heroes, such as: Grahadi Building, Joko Dolog Statue, Suro Boyo Statue, Governor Suryo Monument, and the 10 November Museum. The cultural theme is a cultural village settlement in Surabaya, considering the large number of people who enter through the trading gates at the port. The incoming culture forms areas, such as Ampel Village and Chinatown in Kya-kya [10].

The design of the hopscotch playmat refers to the previous research which elevated the Surabaya Heritage, in the form of buildings that are typical of Surabaya and have historical value. It is hoped that this playmat, apart from being a game tool, can also be a hallmark of *Kampoeng Dolanan* who comes from Surabaya and introduces historical heritage in Surabaya. The following three buildings represent Surabaya as a cultural, colonial and hero city which are the design references of the playmat.

Kya-kya is one of the famous Chinatown areas in Surabaya. This area was used as a night market from 2003 to 2008. It sells a variety of Chinese food and knick-knacks to fortune-telling stalls. Kya-kya's location is on Jalan Kembang Jepun [11]. For the Chinese community, the Red Gate with two lions at Kya-kya on Jalan Kembang Jepun has become a symbol of the Chinatown area in Surabaya [12] because the Kembang Jepun area still has cultural heritage buildings that are still maintained both physically and functionally and the community activities contained therein reflect the activities that existed in the past [13].

House of Sampoerna (HoS) is a Dutch colonial heritage building complex which was built in 1862 and is located in the "Old Surabaya" area. House of Sampoerna Surabaya adapts to the colonial architectural style [14]. This complex was originally an orphanage for boys run by the Dutch. In 1932, it was purchased by Liem Seeng Tee and became Sampoerna's first production facility. The House of Sampoerna complex consists of a large central auditorium, two smaller buildings on the East and West wings. This outbuilding is used for tobacco and clove processing, from blending, rolling, packing, printing to finished goods. In 2002, the central auditorium and two smaller buildings in the East and West wings were carefully restored [15].

The attractions at House of Sampoerna are quite good. Starting from an exhibition of photos of the family heritage of Liem Seeng Tee, the founder of Sampoerna, an exhibition of old cigarette-making tools, an exhibition of batik making upstairs, an exhibition of Sampoerna cigarette manufacture, an antique culture gallery, the Café House of Sampoerna, to the Surabaya cultural heritage using House of Sampoerna buses [16]. The Museum House of Sampoerna houses a collection of items that are an important part of Sampoerna's history and tobacco culture in general, and is a replica of the first warung owned by Liem Seeng Tee and his wife [17].

The 10 November Museum was built to commemorate historical relics in commemorating the events of the 10 November battle in Surabaya where many Surabaya people died against the Dutch. That's the reason why Surabaya is very attached to the title city of heroes [18]. 10 November Museum to see historical relics during the colonial period. This monument was built to commemorate the events of the November 10 battle in Surabaya. As one of the buildings that is the pride of the city of Surabaya is the Heroes Monument. On one side, there is a statue of former president Ir. Soekarno and his deputy Drs. Mohammad Hatta while reading the proclamation of independence between the tall pillars that resemble the ruins of a building [19].

3.3 Design Visualization

Of the three sources of reference historical buildings in the city of Surabaya were illustrated as pictures. This illustration is made in a realist style that is similar to the original, the placement like plants is also similar to the original. The illustration style is combined with the flat design style. The principle of flat design is minimalism, which simplifies from its original form but does not eliminate the characteristics of its original form [20]. Color composition and landscape square illustrations to facilitate application with screen printing techniques or manual paint on media, such as murals on interior or exterior facilities as a visual image of the House of Sampoerna [21].

3.3.1 Kya-Kya Gate

The Kya-kya gate was simplified with the two lions preserved as well as the Kya-Kya inscription in the center of the gate. The red color on the pillars and green on the roof of the gate remains the hallmark of the Kya-kya Gate, only the color of the two lions is replaced with yellow to harmonize the colors. The choice of red and yellow is in accordance with the tendency of the Chinese community to dominate red and yellow. According to their belief, the color red symbolizes power, vitality and happiness and also aims to ward off negative forces or energies. The golden yellow color symbolizes warmth and joy [22]. Especially for red lanterns, Chinese people believe that color is a symbol of prosperity, fame, and prosperity [23]. The following is an illustration of Kya-kya in Surabaya (Fig. 1).



Fig. 1. Surabaya Kya-kya Gate Illustration Image.

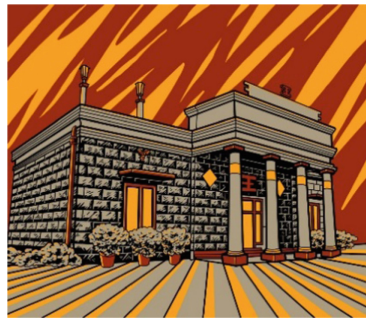


Fig. 2. House of Sampoerna Illustration Image

3.3.2 House of Sampoerna

The main HoS building in front near the entrance as a visual reference for the HoS illustration. Not many modifications were made to illustrate the HoS. The four sturdy pillars supporting the facade are maintained, the doors and windows are depicted similar to the original. The arrangement of the bricks on the front and sides of the building is made more dramatic by adding the impression of thickness to the bricks. The following is an illustration of HoS. The following is an illustration of House of Sampoerna in Surabaya (Fig. 2).

3.3.3 November 10 Museum and Heroes Monument

The statues of Bung Karno and Bung Hatta standing on the podium become the main attraction in the illustration with the backdrop of magnificent pillars and the Tugu Pahlawan Monument towering in the middle of the two statues. The colors chosen are also not much different from the actual colors of the statues and buildings. The color of the dark statue tends to black while the color of the building is white with gray as a shadow. Other colors are dominated by orange and gray to give the impression of dusk and drama. The following is an illustration of 10 November Museum and the Heroes Monument in Surabaya (Fig. 3).

3.4 Playmat Design

After drawing an illustration of each heritage building, proceed by applying the design to the playmat. Hopscotch playmat measuring 3x1 m using vinyl material with a thickness of 420gsm. Digital printed vinyl with roving glue finish. The font used for the text describing the location is Pristina. The following are the three designs for applying illustration images to the hopscotch playmat.

Kya-kya Gate Design of the playmat is designed in the shape of Propeller with 7 step squares. An illustration of the Kya-kya Gate is placed at the top of the pedestal, as the main attraction of the pedestal. Under the image of the Kya-kya Gate is placed hopscotch. At the very bottom, text is placed as an explanation of the name of the location of the image, namely; “Kya-Kya”. Above the text “Kya-kya” is affixed the logo of the *Kampoeng Dolanan*. Still maintaining the dominance of yellow and red as a characteristic of Chinese colors. To fill the empty space on the right and left sides, a red



Fig. 3. 10 November Museum and the Heroes Monument



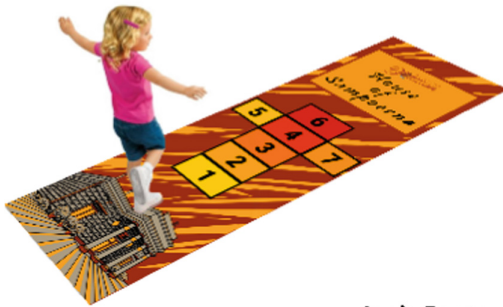
Jenis Font :
Pristina

Fig. 4. Kya-Kya hopscotch playmat design

outline cloud ornament is placed. The colors of the hopscotch fields are yellow, orange and red (Fig. 4).

In contrast to the design of Kya-kya, the design of the airplane model, there are still 7 fields. The HoS illustration is below and the text is at the top. The top text says “House of Sampoerna” under the *Kampoeng Dolanan* logo. The dominant color used is the sky color from the illustration image design, namely red and yellow. The field of the hopscotch is yellow, orange and red, following the background color (Fig. 5).

The layout of the design for the November 10 Hopscotch playmat and the Heroes Monument is the same as Kya-kya’s design. The illustration image is above and the



Jenis Font :
Pristina

Fig. 5. House of Sampoerna hopschotch playmat design



Jenis Font :
Pristina

Fig. 6. Tugu Pahlawan hopschotch playmat design

text is below. In the text is the “Tugu Pahlawan” and above the text is the *Kampoeng Dolanan* logo. The ankle model is different from the previous two designs, in this design it uses a mountain model with nine fields. The dominant color used in the sky \from the illustration image design is gray and orange. The field of the hopscotch is yellow, orange and brown (Fig. 6).

4 Conclusion

The design process for the design of the hopscotch playmat starts with a design concept originating from heritage buildings in Surabaya which are Kya-kya Gate, House of Sampoerna Building and the 10 November Museum and the Heroes Monument. The three locations were redrawn with simplification without leaving their characteristics and characteristics. The illustration design process of these three images has been carried out in previous studies. The images to the design of the hopscotch applied from the illustration design that has been made previously. This design resulted in three designs of hopscotch playmats for *Kampoeng Dolanan*. The three designs of the playmat use three models of hopscotch which are propellers, airplanes and mountains.

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