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# INTERNATIONAL CONFERENCE ON SOCIAL DESIGN 2024

THEME:

## DESIGN AS STRATEGY

5 SEPTEMBER 2024

FAKULTAS DESAIN, UNIVERSITAS PELITA HARAPAN

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PROCEEDING

**INTERNATIONAL  
CONFERENCE  
ON SOCIAL  
DESIGN  
2024**

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# INTERNATIONAL CONFERENCE ON SOCIAL DESIGN 2024

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# INTERNATIONAL CONFERENCE ON SOCIAL DESIGN 2024

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## DESIGN AS STRATEGY

5 SEPTEMBER 2024

FAKULTAS DESAIN, UNIVERSITAS PELITA HARAPAN

# Opening Remarks from Associate Provost for Academic and Innovation

Distinguished Guests, Esteemed Partners, Keynote Speakers, and Dear Participants, Good morning, and a very warm welcome to all of you to the 5th National Seminar on Social Design (SNDS) and the 2nd International Conference on Social Design (ICSD) 2024, hosted by the faculty of Design at Universitas Pelita Harapan. It is both an honor and a privilege to be with you today as we embark on this journey of exploration and discovery, where the power of design meets the imperative of social change.

This conference represents more than just a gathering of minds; it is a convergence of ideas, cultures, and disciplines. We are joined today by a remarkable group of partners, including:

- The Faculty of Creative Industry at Universitas Ciputra, Surabaya
- The Architecture Department at Universitas Pembangunan Jaya, Tangerang
- The Faculty of Architecture and Design at Universitas Kristen Duta Wacana, Yogyakarta
- The Faculty of Art and Design at Universitas Sebelas Maret, Surakarta, and
- The Faculty of Design and Creative Industry at Universitas Esa Unggul, Jakarta.

We are also supported by our international partners:

- The School of Architecture, College of Design, Construction, and Planning at the University of Florida.
- Keio Media Design at Keio University in Japan;
- Singapore Polytechnic; and
- The Product Design department of the National Institute of Design in India.

This year's theme, "Design as Strategy in Social Innovation Design," could not be more timely or relevant. As we face unprecedented global challenges—social, environmental, and economic—it is clear that traditional methods of problem-solving are no longer sufficient. Design, in all its forms, offers a unique approach to addressing these challenges. It is a strategy that transcends aesthetics and function, becoming a powerful tool for innovation and social transformation.

The conference is structured around three important sub-themes: Firstly, Body of Knowledge, secondly: Innovation, and thirdly: Contribution to Social Change.

Our first sub theme: Body of Knowledge, invites us to delve into the very essence of design, exploring its definitions and boundaries across system design, interaction design, and spatial design. It is here that we examine the theoretical founda-

tions that underpin our practice, ensuring that our work is not only creative but also rigorous and impactful.

The second theme, Innovation, where we investigate the dynamic relationship between design strategy and innovation. We will explore how design serves as a catalyst for innovation in various contexts, from technology-driven solutions to user-centered approaches. This sub-theme also challenges us to consider the future of design in an era increasingly shaped by artificial intelligence and other advanced technologies.

Finally, we focus on Contribution to Social Change. This is where theory meets practice, where ideas are transformed into actions that have a tangible impact on society, the environment, and global prosperity. It is here that we witness the true power of design as a force for good and as a driver of positive change.

As we move through the sessions and discussions over the next few days, I encourage each of you to engage fully with the ideas presented, to challenge assumptions, and to contribute your unique perspectives. Our goal is not only to advance the field of design but also to harness its potential to address the critical issues of our time. I am confident that this event will spark new collaborations, ignite impactful projects, and empower all of us to be architects of positive change.

In conclusion, I would like to express my deepest gratitude to both our domestic and international partners and organizing committee for their invaluable contributions to making this conference a reality. I also extend my thanks to all the speakers, panelists, and participants who have joined us from across the country and around the world. Your presence here is a testament to the importance of this discourse.

Let us take this opportunity to learn from one another, to innovate together, and to create designs that will leave a lasting, positive impact on our world.

With that, I declare the National Seminar on Social Design and International Conference on Social Design 2024 officially open! I wish you all a productive and inspiring conference. Thank you

**Eric Jobiliong, Ph.D.**

Vice President of Academia, Research & Innovation  
Universitas Pelita Harapan

# Opening Remarks from the Dean of the Faculty of Design Universitas Pelita Harapan

Good morning, and a warm welcome to all of you—our keynote speaker, distinguished guests, partners, faculty members, students, and participants.

Standing before you today at the International Conference on Social Design 2024 is a great blessing and privilege. As we gather here at Universitas Pelita Harapan, we are reminded that our calling to be salt and light extends into every field of knowledge, including design. This conference offers us a special opportunity to reflect on how our God-given design talents can serve innovation, compassion, justice, and social change.

First and foremost, I would like to extend my deepest gratitude to our distinguished keynote speakers, whose insights and leadership in design innovation and social impact will surely inspire us throughout this event. Your participation today is invaluable, and we are eager to learn from your extensive knowledge and experience.

I would also like to acknowledge and sincerely thank all the institutions partnering with us in this conference:

The Faculty of Creative Industry, Universitas Ciputra, Surabaya

The Architecture Department, Universitas Pembangunan Jaya, Tangerang Selatan

The Faculty of Architecture and Design, Universitas Kristen Duta Wacana, Yogyakarta

The Faculty of Art and Design, Universitas Sebelas Maret (UNS), Surakarta

The Faculty of Design and Creative Industry, Universitas Esa Unggul, Jakarta



Your partnership reflects the beauty of collaboration—working together across borders to seek the betterment of society through design. Your contributions and cooperation have helped create a platform where we can collectively explore the role of “Design as Strategy in Social Innovation Design.” Together, we are fostering conversations on the crucial subthemes of this conference: “Body of Knowledge,” “Innovation,” and “Contribution to Social Change.” These topics will challenge us to rethink how design can drive innovation and address complex societal issues, from technology-driven designs to system design, spatial design, and beyond.

This conference is also a remarkable opportunity for our students to share their thoughts, showcase their projects, and potentially publish their works. We believe that the future of design lies in the hands of the next generation, and platforms like ICSD 2024 enable young designers to contribute their fresh perspectives and be part of this ever-evolving field.

Thank you to everyone who has made this event possible. Let us strive for excellence in all we do, knowing that our work can bring about real change. I wish you all a fruitful and inspiring conference.

Warm regards,

**Dr. Ir. Susinety Prakoso, MAUD, MLA**

Dean, Faculty of Design

Universitas Pelita Harapan

# Opening Remarks from the Conference Chair of SNDS & ICSD 2024

The International Conference on Social Design (ICSD) 2024 is the international version and scope of Seminar Nasional Desain Sosial (SNDS) 2024. ICSD 2024 is the 2nd international seminar, while SNDS 2024 is the 5th national seminar, held by the Faculty of Design (FoD), Universitas Pelita Harapan (UPH), Lippo Village, Karawaci, Tangerang, Banten, together with its 4 Study Programs: Visual Communication Design, Interior Design, Product Design and Architecture (<http://snds.uph.edu>). The conference is in partnership with:

1. Faculty of Creative Industry, Universitas Ciputra, Surabaya.
2. Architecture Department, Universitas Pembangunan Jaya, Tangerang Selatan.
3. Faculty of Architecture and Design, Universitas Kristen Duta Wacana, Yogyakarta.
4. Faculty of Art and Design, Universitas Sebelas Maret (UNS), Surakarta.
5. Faculty of Design and Creative Industry, Universitas Esa Unggul, Jakarta.

and supported by:

1. School of Architecture, College of Design, Construction and Planning, University of Florida
2. Keio Media Design, Graduate School of Media Design, Keio University, Japan
3. Singapore Polytechnic
4. Product Design, National Institute of Design, India.

ICSD and SNDS 2024 main theme is Design as Strategy in Social Innovation Design with sub themes:

1. **Body of Knowledge:**

The discourse should start from the point of its definition to its extent in the design field, namely system design (i.e.: visual communication design), interaction design (i.e.: product design), and spatial design (i.e.: interior design and architecture) (Grimsgaard, 2023).

**2. Innovation:**

In this discourse, it would investigate the causal relationship between Design as Strategy and Innovation. It will discuss how Design as Strategy becomes the driver of innovation in design practice, design pedagogy, and technology driven design (Bethune, 2022). In the context of technology driven design there are at least 3 innovation categories: the classic technology-driven innovation (Ottinger, 2021), the user- and design-driven innovation (Szymariska, 2017; Duczek, 2021), dan future artificial-driven innovation (Gartner, 2021; Beale, 2022).

**3. Contribution to Social Change:**

The last discourse would build around the action, where Design as Strategy is implemented to make social change. It will discuss the impact for society, for the environment and for prosperity (Amatullo, et.al (ed.), 2021).

**Dr. Martin Luqman Katoppo, S.T., M.T.**  
Conference Chair of SNDS & ICSD 2024



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