

**DESIGN GUIDELINES OF MOTORCYCLE  
RIDERS IN BANDUNG INDONESIA**

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# **DESIGN GUIDELINES OF MOTORCYCLE RIDERS IN BANDUNG INDONESIA**

by

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## **LIST OF ABBREVIATIONS**

HCD	Human-Centered Design
RTU	Ready To Use
UCD	User-Centered Design
USM	Universiti Sains Malaysia

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# **GARIS PANDUAN REKA BENTUK PENUNGGANG MOTOSIKAL DI BANDUNG, INDONESIA**

## **ABSTRAK**

Kajian ini dilakukan berdasarkan kepercayaan bahawa orang berminat dengan apa sahaja yang kelihatan dan menarik, berwarna-warni, dan menyenangkan, mereka juga merupakan individu yang unik dengan sifat keperibadian yang berbeza, oleh kerana itu sifat boleh mempengaruhi pilihan, reaksi dan tingkah laku mereka terhadap sesuatu produk. Terdapat sejumlah bukti bahawa penunggang motosikal di Bandung Indonesia memperibadikan motosikal mereka agar dapat memenuhi kehendak peribadi mereka, seolah-olah motosikal yang beredar di Indonesia belum menyentuh sisi emosional penggunaanya (penunggang). Dengan menggunakan kaedah psikografi (Mitchell, 1960) untuk membahagikan pengguna berdasarkan nilai, sikap, minat, gaya hidup mereka dan dilanjutkan dengan kaedah *User-Centered Design* (UCD) untuk menganalisis tingkah laku pengguna yang tersegmentasi terhadap motosikal mereka. Tujuan penyelidikan ini adalah untuk membuat cadangan untuk industri (garaj / kedai khusus) mengenai kaedah merancang produk yang mempunyai hubungan emosi dengan penggunaanya.

# **DESIGN GUIDELINES OF MOTORCYCLE RIDERS IN BANDUNG INDONESIA**

## **ABSTRACT**

This study was conducted based on the belief that people are interested in anything that looks and feels attractive, colorful, and fun, they are also unique individuals with different personality traits, therefore the traits influence their preference, reaction, and behavior toward a product. There were shreds of evidence that motorcycle riders in Bandung Indonesia do personalize their motorcycle to make them meet their personal preference as if the motorcycle that circulates in Indonesia has not yet touched the emotional side of its users (riders). By using the psychographic method (Mitchell, 1960) to divide the users based on their values, attitudes, interests, lifestyle and continuing with the User-Centered Design (UCD) method to analyze segmented users' behavior toward their motorcycle, this research aims to set up a recommendation for the industry (garage/custom shop) about the designing method of a product that has emotional ties with its users.

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction to Chapter 1

This thesis report discusses the entire research journey related to the creation of a method to develop a product that can have an emotional bond with its users. Overall, this report will discuss starting from the background of the research and the process of extracting data, processing data, conclusions, and up to building a model that will be recommended to the industry as the output of this research.

Specifically, the discussion in Chapter I will include; Background of the Research, Problem Statement, Research Questions, Objectives of the Study, Aims of the Study, Methodology, Conceptual Framework, Theoretical Framework, Scope of the study, Justification of the Study, Limitation of the Study, Delimitation, Definition of Key Terms, Organization of the Thesis, and Summary.

### 1.2 Background of Research

#### 1.2.1 Motorcycle as a Primary Transportation Mode in Bandung

If we look at the road conditions in the city of Bandung today, it can be easily seen that many motorcycles are operating on the streets of Bandung. According to data from the Central Statistics Agency of West Java (*Badan Pusat Statistik Jawa Barat*), until 2017 around 2,906,286 motorcycles were operating in the city of Bandung with the total population of the city of Bandung alone reaching around 2,470,802 inhabitants.

This phenomenon is quite interesting because it means that on average there are about 1.8 motorcycles for every resident of the city of Bandung. Broadly speaking, it means that in the city of Bandung there are more motorcycles compared

to the number of its population, and it makes motorcycles a primary transportation mode in the city of Bandung, Indonesia.

Due to the lack of proper public transportation, residents of the city of Bandung rely on motorcycles as a means of supporting the transportation of daily routine activities, both for the purposes of work, school, social activities, and supporting activities. Other than the selling price being affordable by the purchasing power of the people of Bandung, motorbikes also clearly have much more efficient operating costs than other modes of transportation in Bandung.



Figure 1. 1 Congestion during rush hour on the streets of Bandung city. (source: personal documentation)

By using a motorcycle for daily use transportation someone has to spend around US \$ 2 to US \$ 3 per week for gas, much smaller than the expenses they have to spend if using a car or taxi that can reach up to the US \$ 10 per day, not to mention the far more efficient travel time when using a motorcycle. This made motorcycles the most preferred transportation mode for most Bandung citizens, and

it is a suitable vehicle to penetrate road congestion in the city of Bandung (Figure. 1.1).

### 1.2.2 Motorcycle Personalizing Phenomenon in Bandung

So motorcycle has been an inseparable daily life thing for most people in Bandung. It is also one of the mass-produced things that are accepted by almost all social classes in Bandung, it is owned by almost every family, and there are even so many families that have two or more motorcycles. Currently, there are three types of motorcycles officially road-legal that circulate in Bandung based on their engine capacity; < 200 ccs, < 1000 cc, > 1000 cc.



Figure 1. 2 One of the shops that sell motorcycle accessories in Bandung.  
(source: personal documentation)

In terms of personalizing phenomenon, what bikers in Bandung do to their motorcycle has already encouraged small industries that sell motorcycle parts and accessories to be flourished. There are many shops selling motorcycle accessories



that can be found in Bandung (Figure 1.2), there are even more small kiosks on the roadside that also sell motorcycle accessories (Figure 1.3).



Figure 1.3 The row of small street-side kiosks that sell motorcycle accessories in Bandung. (source: personal documentation)

The existence of a very large motorcycle accessories sales place in Bandung is an indication of a large demand for motorcycle accessories, which in turn indicates that there is a tendency for motorcycle riders in Bandung to make changes to their motorcycles.

The ease with which riders get motorcycle accessories and spare parts in Bandung also forms a very diverse visual motorcycle style that can be grouped into levels in the emotional design context (Norman, 2004) of a visceral, behavioral, and reflective level. In previous research conducted on customized motorcycles in 2010 by Yunidar, it was found that there was a change in the shape of motorcycles by its riders based on factors of a fad (just for fun), needs, and lifestyle.

The various levels of changes made to motorcycles are interesting things to learn more about and can serve as models for developing mass products that can be personalized and build emotional relationships with users. Therefore, research is needed to understand the types of users who carry out personalization activities on their products, what their motivations are, and what are the solutions.

### **1.3 Problem Statement**

Most of the research that has been done so far has focused on the behavior of motorcyclists in the context of the way they ride motorcycles on the streets. Research on driving behavior is indeed an interesting theme, but behind the driving behavior, there is another thing that might be the cause, namely the behavior of the riders in expressing and treating their motorcycles.

The unique phenomenon of the behavior of the riders in treating their motorcycles is a matter that deserves to be raised and explored in a separate study, moreover, this phenomenon has so far encouraged the emergence of small and medium business industries in Indonesian society (can be seen in figures 1.3 and 1.4).

On the other hand, there are just limited numbers of research that mapped the emotional side of mass product users in Indonesia, resulting in the design of motorcycles (in their original state) that circulate in Indonesia not yet touching the emotional side of its users.

*“The real problem had nothing to do with product’s intrinsic value, but instead represented the emotional connection that links a product to its user.”*

*(Goebert & Rosenthal, 2001)*

Based on what was stated by Goebert & Rosenthal above, it should be necessary to conduct further research on the subject of user attachment to a product, because research on this subject will open new insights about what causes such "attachment" and what the consequences are on the success of a product in the market.

#### **1.4 Research Questions**

1. What kind of users (bikers) do the personalizing activities toward their motorcycle?
2. Which personalizing activities occur in Bandung city?
3. What drives them to do the personalizing activities toward their motorcycles?
4. How to set up a recommendation for the industry about the designing method of a product that has emotional ties with its users?

#### **1.5 Objectives of the Study**

1. To identify mass-produced (motorcycle) users (bikers) in Bandung, Indonesia.
2. To analyze users' character and personalizing activities toward their motorcycle.
3. To understand what causes the users to do the personalizing activities toward their motorcycles.
4. To propose a validated model of a method for designing a product (motorcycle) that has an emotional bond with its users.

## **1.6 Aims of the Study**

The “ultimate goal to be achieved” through this research is to design a method that can effectively be used by the vehicle (motorcycle) modification industry to produce products that truly match the needs, wants, and desires of potential users personally. If this can be realized, then the industry will be able to better provide its products to users.

To get to that stage of course some things must be understood first. In this study, to understand the potential users, it is necessary to first identify "who are the potential users, how they think, how they live their lives, and how they spend their money to get the lifestyle they live". This is the essence of research questions number 1 and number 2.

Then only after that it can be analyzed and understood about the tendency of personalization activities carried out by users who have previously been classified. This is the essence of research question number 2. Thus after we know these tendencies, then we can describe and understand what motivates users to carry out these personalization activities. This is the essence of research question number 3.

In the end, after all of the above is understood, then we can make a design method that can be recommended for the industry on product design methods that have emotional bonds with users. This is the essence of research question number 4.

## **1.7 Methodology**

This study will use both quantitative and qualitative data obtained mainly from questionnaires, observations, interviews, and literature reviews. Five phases will be done sequentially in this study (figure 1.5), and a detailed explanation of the research methodology is explained in chapter three.

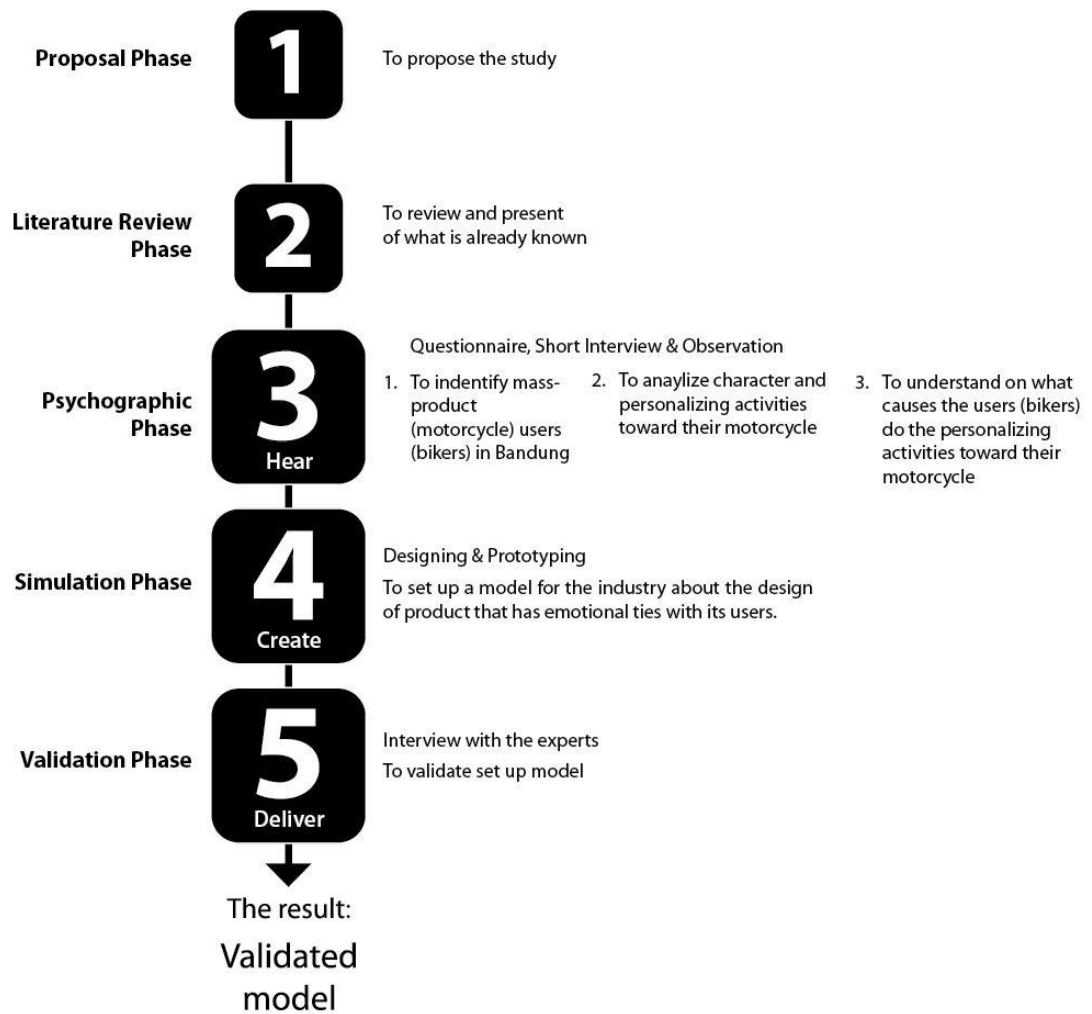


Figure 1. 4 Methodology Framework

The first phase is the proposal phase where the background of the problem, problem statement, research questions, and objectives are determined. The pilot project from the previous research was used to strengthen the argument in this phase.

The second phase is the literature review phase where the second phase is done to review what has been known beforehand. The knowledge that has been done and written in previous research by other researchers will be reviewed and referred to in this phase for the benefit of the research being carried out.

The third phase is the psychographic phase (Hear), where this phase is carried out to answer three of the four research questions whose results will provide a good guide for the process of answering the fourth research question. This phase is carried

out using psychographic methods utilizing questionnaire techniques, observations, and interviews with respondents deemed appropriate.

The fourth stage is the simulation stage (Create), which this stage is carried out to get the model that best suits the industry's needs based on the suitability of the data that has been obtained in the previous stage. In this phase, the user-centered design method is used to accommodate as much as possible the phenomenon of needs that exist in the field based on the suitability of the data obtained from the previous stage (psychographic phase).

The fifth phase is the validation phase (Deliver), wherein this phase the model produced in the fourth phase (the simulation phase) will be confirmed to industry professionals in the same field and this phase aims to obtain approval validation from an industry point of view that the model produced in the fourth phase is indeed feasible and can be used by industry parties.

The result: if in the validation phase the resulting model gets approval and is considered suitable for use by the industry in developing its products then it is a result of research that can be said to be successful.

## **1.8 Conceptual Framework**

There are probably three elements spotted in mass-product personalizing activity (Figure 1.5). Those three elements are:

1. Ready to use-product (mass-produced)
2. User's preference
3. Craftsmanship (ability or skill to change or build a product). If those three elements are combined they will form four kinds of products.

If “ready to use-product (RTU)” is combined with “user’s preference” they will make a customized product (Figure 1.5). Currently, many big companies use this model to approach their consumers, they provide the consumers with choices. For example, if a consumer wants to buy a car he probably will be asked to select the color, interior detail, etc from a fixed set of options provided by the manufacturer. So the consumer can freely choose any option he wants, but actually not that free, because the problem with this model is the consumer only can choose from “a fixed set of options”. Norman stated in his book (2004) that things do not become personal just because we have selected some alternatives from a catalog of choices.

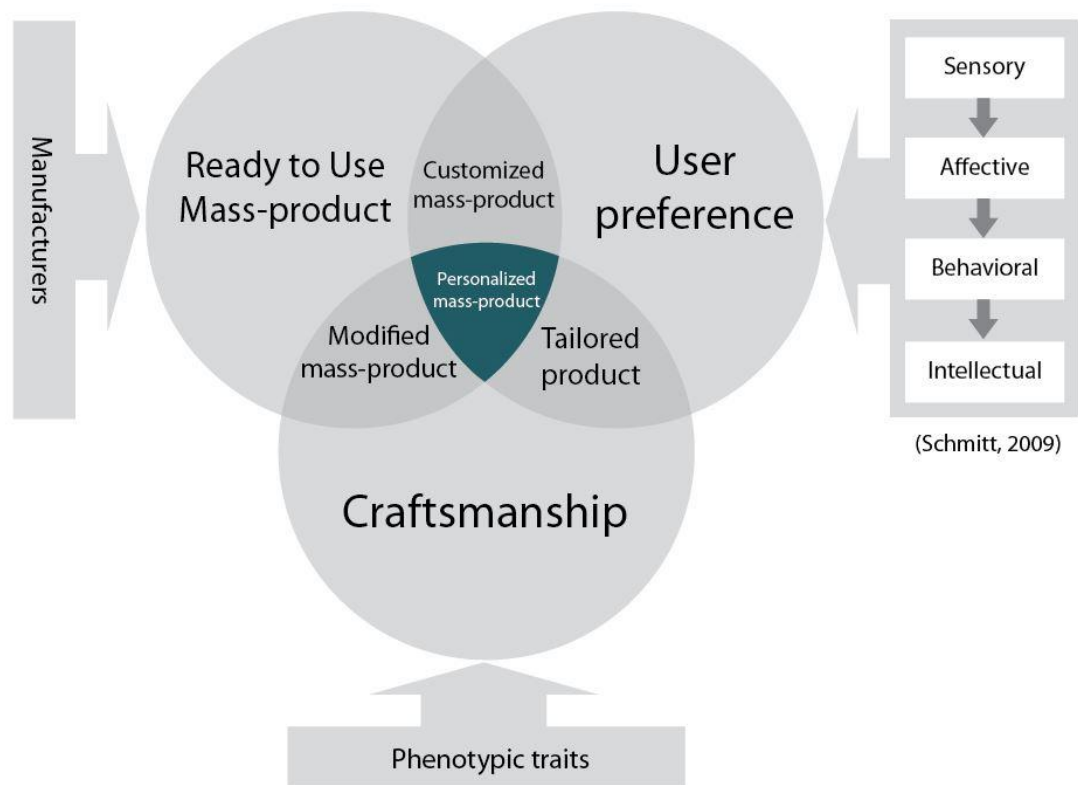


Figure 1.5 Conceptual framework Elements that built up personalized products

When “user’s preference” is combined with “craftsmanship” they will build a tailored product (Figure 1.5). For example, if a consumer asks a tailor or seamstress to make him a cloth then the tailor will measure and fits the garment to meet the consumer’s particular size and preference, and finally will come up with well-fitting clothes as result. But there is a problem with this model, the product (cloth) was built

from scratch (there was no mass-product/RTU involved). So to build a tailored product is a personalizing activity but not a mass-product personalizing activity.

When “ready to use-product” is combined with “craftsmanship” they will make a modified product (figure 1.5). For example when craftsmen make changes to a mass product to upgrade it from the original state they usually build it for a visual upgrade or functional upgrade. It is just a modified product as long as they build it for resale unless they build it for personal use purposes.

To build a personalized mass product all three elements should be present and combined, and this study focuses on the cross-sectional area between those three elements.

## **1.9 Theoretical Framework**

From the three elements that build modified mass products, this study will focus on the element of user preference (Figure 1.6). Based on what was stated by Schmitt (2009), this user preference involves sensory, affective, behavioral, and intellectual in its formation. All the elements mentioned by Schmitt will affect the user preference, but to understand the overall picture we have to go back and forth about who is meant by the user, and of course, followed by an effort to understand what motivational background shapes the user preferences. What Schmitt mentioned here is a description of the process of forming user preferences.

There are also several other fundamental theories used to explain the individual (Turner, 1992), also from (Abrams, D., & Hogg, M. A., 1999), and human emotions and cognitive users (Norman, 2004).



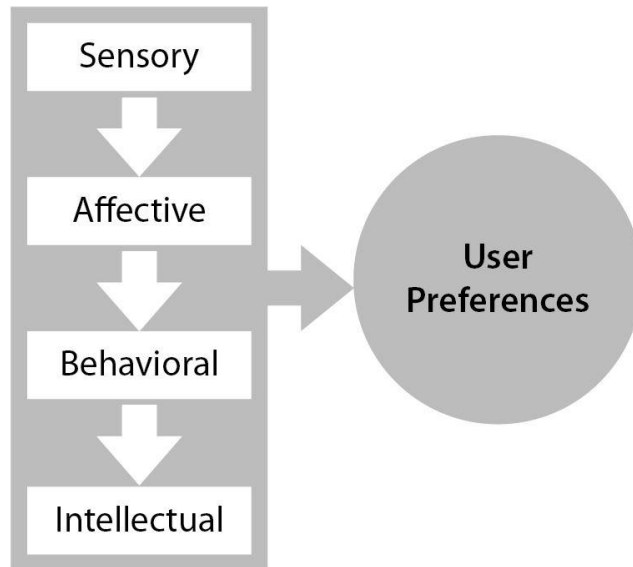


Figure 1. 6 Theoretical frameworks (Adapted & modified from Schmitt's diagram, 2009)

### 1.10 Scope of the Study

This study focuses on user activity to personalize their mass-produced belonging (motorcycle). This research is also conducted based on the belief that every human being is a unique individual, and every human being is a “homo-luden” (Huizinga, 1938), and therefore humans also tend to like everything that has an appeal such as attractive (Kurosu & Kashimura, 1995), colorful (Tsetanova, 2007), and fun (AZA Majid & Shaari, 2010). Because as a unique individual who likes to play and is attracted to anything attractive, colorful, and fun, every individual being also has unique preferences that cannot be standardized. This unique preference could be as varied as many people in the world.

From a social point of view, this study also focuses on the personalizing phenomenon that occurred from 2000 to 2017 because three major social issues occurred during that period that affected the social life of Indonesians and made them more individual and personal. The three major social issues are:

1. The first issue is in 2000 Indonesia started to recover as a new democratic nation after 32 years long Soeharto's dictatorship ended two years earlier, and this affected everyone in Indonesia who suddenly found themselves surrounded by a new form of freedom, from a pseudo kind of freedom which was controlled by the government to a free kind of freedom where every Indonesian free to think, to speak, to write, and to have political choices. It changed the way they think, act, live, and the way they see the whole world.
2. The second issue was in the year 2000 cell phone users in Indonesia increased, so many middle-class Indonesians suddenly had private numbers, anyone can call them directly and privately, no more screening from parents, supervisors, etc, and it made them more individual.
3. The third issue was there were so many political changes during this period, there were five presidents in eighteen years with political parties that rose in power and subsided. In the political life aspect, Indonesian has become more segmented into smaller groups, and this made Indonesians tend to have mutual suspicion toward each other, and they became more individual. These three issues affected Indonesians and made them more individual.

From a geographic point of view, this study also focuses on the (mass-produced) motorcycle personalizing phenomenon that occurred in Bandung, Indonesia. The reason behind it is because Bandung is located in West Java next to Jakarta as the nation's capital, according to data from Badan Pusat Statistik Jawa Barat, Bandung is one of the most industrious cities in Indonesia. Until 2014 it has a population of about 2.470.802 people dominated by the working class, and the numbers could reach double during holidays and is a city with a population consisting of various ethnicities.

### 1.11 Justification of the Study

This study was conducted with the ultimate goal to parse and map as well as to get a real clear picture of the mass-product personalizing phenomenon done by its users in Bandung, Indonesia, and to set up a validated model (recommendation) for the industry about the designing method of a product that has emotional ties with its users.

For the industry: to provide a valid model (recommendation) that can be considered when they develop a product to be mass-produced.

### 1.12 Limitation of The Study

Based on Gillian Rose's (2003) theory, Interpretation of Visual Materials, which essentially states that a design artifact can be analyzed and interpreted from the point of view of the creator, the audience (user), or the artifact itself.

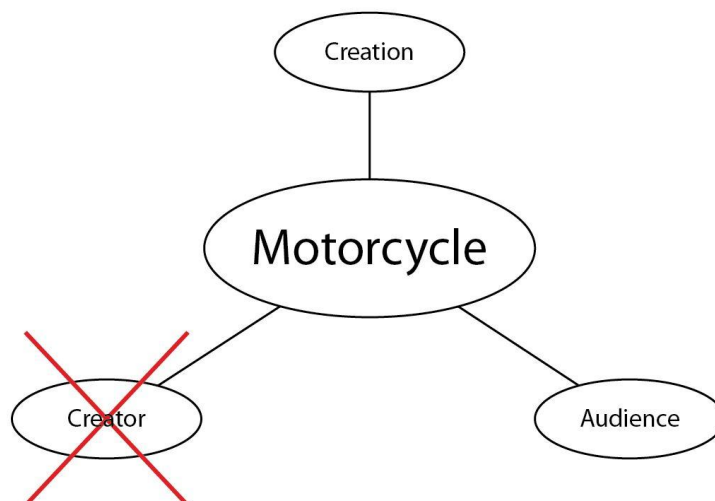


Figure 1.7 Limitations of the study

It is predicted that this research will find its limitations in the creator aspect, where there will be limited access to know the motives and mood of the creator when designing a motorcycle due to the secrecy of the manufacturing process. Therefore, this research will focus on two other aspects, namely the artifact (object) aspect, and the audience aspect (figure 1.7).

### **1.13 Delimitation**

To prevent this research from becoming too broad, some re-limitations must be applied. These restrictions are as follows below:

In terms of the aspect of the research theme: This research is limited to the preparation of methods to accommodate or provide space for the user's self-actualization needs on a product.

In terms of research location: This research was conducted in the city of Bandung, Indonesia, with the consideration that the case studies carried out in this study can focus more on users who are relatively homogeneous in terms of cultural background, language, preferences, and environmental conditions. Meanwhile, if the results of this study are applied to different locations, of course, some adjustments must be made.

### **1.14 Definition of Key Terms**

The term personalizing activity according to Chaniago is making a private property or adding an element to a product to reflect a person's personality.

*“Making an individual or a personal nature, and not in general”  
(Chaniago, 1997)*

Norman (2004) mentioned that something becomes personal when it has an emotional attachment with the owner, both in negative or positive ways and it has a quality that isn't transferable to others.

What it means by the personalization phenomenon in this matter is the activities of the owners of the motorcycle to make changes, either in the form of reduction or addition something on their motorcycle.

### **1.15 Organization of the Thesis**

Chapter one presents the background of the study, it consists of the background of thinking that validates the need for this research activity to be conducted, also a problem statement, and research questions that need to be answered. It also includes the objectives of the study, scope of the study, conceptual framework, methodology, and justification of the study.

Chapter two presents the literature review, it discusses the conceptual background that is set as the basis of the study.

Chapter three explains the methodology used to run this study such as the data collecting method, data analysis method, research instruments, measuring method, etc.

Chapter four presents the collected data and systematically explains the journey in data processing.

Chapter five presents the discussion and findings from primary data analysis.

Chapter six will contain a recommendation for future research and a conclusion.

The end matter covers the bibliography, glossary, and appendix.

### **1.16 Summary of Chapter 1**

- The “ultimate goal to be achieved” through this research is to design a method that can effectively be used by the vehicle (motorcycle) modification industry to produce products that truly match the needs, wants and desires of potential users personally.
- This study will use both quantitative and qualitative data obtained mainly from questionnaires, observations, interviews, and literature reviews.

- From the three elements that build modified mass products, this study will focus on the element of user preference. Based on what was stated by Schmitt (2009), this user preference involves sensory, affective, behavioral, and intellectual in its formation. This limitation certainly serves to prevent this study from becoming too broad and keeps it focused on the object of its study.
- According to Norman, 2004; something becomes personal when it has an emotional attachment with the owner, both in negative or positive ways and it has a quality that isn't transferable to others.
- The thesis report will be written in 6 chapters consisting of; the Introduction, Literature Review, Methods, Data Analysis, Discussion, and Conclusions.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction to Chapter 2 (Literature Review)**

This literature review is written by grouping the theories that have been written by previous researchers, which are considered contextual to the current research. The grouping itself consists of; theories that strengthen the research problem, theories that contribute important data for this research, and theories that can provide solutions to answer the questions in this research.

The grouping is done to make it easier to write and clarify the position of each theory cited in this ongoing research so that it will be easier for readers to understand the role and function of each theory reviewed.

#### **2.2 Personalization**

This part of the literature review (Chapter 2.1), basically presents several theories that confirm that each individual has his own identity and has his uniqueness as a consequence.

Metz, 2019 reveals that self-personalization is indeed often used as a communication style. Metz conducted a personalization study to investigate the use and consequences of self-personalization on Facebook using manual content analysis methods, and the results show that the use of a more emotional and "personal" style provides a useful tool for impression management.

The results of what Metz did can be used as a basis for understanding that there is a tendency for everyone to personalize in communicating (visually and linguistically) for various purposes, but to understand more about personalization, we must first understand self-identity and social identity.

### **2.2.1 Self and Social Identity**

Social identity theory and self-categorization provide different perspectives on the link between the self (individually) and therefore the collective (group) (Turner, 1992). They assume that individuals can act as both individuals and social groups, because social individuals and groups exist objectively, personal and social self-categorizations provide valid representations of the self (individually) in different social contexts (Turner, 1992).

In social identity theory (Abrams, D., & Hogg, M. A., 1999) it is said that group identification, as self-categorization, builds an intragroup prototype gradient that invests the most prototypical members with appearance has an influence; appearance arises because the members cognitively and behaviorally conform to the prototype. The emergence of influence becomes a reality through a non-personalized process of social attraction that makes followers agree and comply with the leader's ideas and suggestions.

In the end, in general, when discussing social identity, it is discussing; me vs you, we vs them, etc. There are 3 main components in social identity theory (Tajfel, 1982), namely 1. categories of social groups (e.g. race, religion, nationality, etc.), 2. identification of social groups (e.g. male, female, Muslim, Catholic, straight, lesbian, etc.), 3. group comparison social (become the glue between its members because they have something in common with each other, as well as a differentiator from others, eg leather jacket fan groups, rock music fan groups, etc., where the others are outsiders).

The theories above can be said to be an illustration of what Maslow has expressed in his theory of the hierarchy of needs. It is said that what humans need at the level of social needs is "the need for love and belonging" (Maslow, 1943), which means to feel loved, owned, and wanted to fit in.



It can be concluded that a person's tendency to act and like something can be influenced by other people in the same group, who are stronger in existence. Insights about this can certainly be a good basis for understanding personal identity and the uniqueness that results from the identity.

### **2.2.2 Individually Unique**

People are now living in a new social order established by the law of "demand and supply", which led to all individuals who become members trying to reach an illusory "goal" called "economic establishment". An individual member of the community will be considered "economically establish" when they meet some of the parameter values which are unwritten but are "de facto" force in society. In society, symbols of status are used in a variety of contexts—for instance, to signal physical dominance (Kraus & Chen, 2013) or as cues of achieved success (Tracy & Matsumoto, 2008).

The unwritten parameters level is often something that represents the economic aspects such as how many "ownership" (properties) are owned and something that represents the tastes and lifestyles such as how fast and how often a person following the "trend" that is going on in certain segments of society.

One's preference taste on a product and with the support of certain economic factors will result in a unique combination related to the person's behavior in defining and valuing a product, and its actualization in treating a product. How unique treatment of a person toward a product? The answer certainly varies in degree depending on the uniqueness of each "individual" human.

The word "individual" itself comes from Latin, meaning "Individium" something that cannot be divided or a whole little limited. It describes man as an individual being because human physiological properties do not have an organic

reliance on each other in fulfilling the essence of individuality, human beings will always strive to develop the ability in their “personal” capacities, such as the ability to survive, communicate, and so forth.

Individual human beings are endowed with reason, mind, and emotions. These abilities are what make man/woman into a "monodualis" creature who is responsible for his/herself.

As an individual creature, man is one of God's creatures that have a physical element (body) and spiritual (soul). These elements cannot be separated and form an individual being. If these elements are not fused yet, then the person is no longer regarded as an individual being. Every human being has a unique and particular characteristic, no human being is exactly the same in the world, and even identical twins also discount the different properties.

Turner (1992) stated in his paper that personal identity refers to self-categories that define the individual as a unique person in terms of their individual differences from other (in-group) persons. A human being as an individual creature is a blend of two factors, namely the phenotype and genotype (Turner, 1992).

Genotypic were brought by human factors from their parents, also called hereditary factors. This factor was brought about by man when he was born on this earth. These factors affect human physical properties such as skin color, height, the shape of the hair, and others, and also a psychological nature, such as quiet, active, and others.

Meanwhile, phenotypic factors are the determining factors of individuals drawn from the environment. It is undeniable that the environment can influence the human character, although a real basic attitude has been formed through genotypic, the environment will determine whether such properties can be developed or not. Both

these factors interact with each other and form a distinctive characteristic of an individual which is called personality.

People as "individuals" on the other hand also have an instinct of "I" that wants to be appreciated and valued as a different individual, stands out, and not the same as the others (selfishness). This other side of a human being often encourages a person to express himself through actions that can represent himself.

An artist whose way of thinking is dominated by the right part of the brain is usually something like this actualized in his work, whether painting, sculpture, dance, writing, or others, while some other individuals are classified as individuals whose life patterns formed to follow the pattern of life standard with a routine that has been patterned might distribute the instinct for expression in different activities and different levels.

Individuals have various imaginations about themselves; as well as, and this fact impacts their behaviors, attitudes, and reactions. Being able to identify self as a distinct object is an essential first step in the development and advance of a self-concept (Mehrad, 2016).

So basically humans are individually unique, but this uniqueness is very likely to be influenced or even affect other humans at the level of social groups.

### **2.2.3 Personalizing Phenomenon**

*“The best design is the ones we create for ourselves, and this is the most appropriate kind of design; functional and aesthetic. It is a design that is in harmony with our individual lifestyle.”*

*(Norman, 2004)*

To personalize something means “to make it mine” not yours or anyone else’s it is like making private property or adding an element to a product to reflect a

person's personality. "Making an individual or a personal nature, and not in general" (Chaniago. 1997).

In 2020 Schutte stated in his paper that the current trend in product development allows many future products to be equal in functional ability and quality and is therefore difficult for a user to distinguish (Schütte, 2002).

There is evidence people do personalize their belonging at some point. The author conducted several early studies on the personalized object that occurs and also done by end-user in Bandung, Indonesia.

The first study was about users who put stickers on their laptops. It was conducted to find out what kind of users did a such activity and why. The results show that users of the reactive, goal-oriented, consumptive, and slightly overconfident types of people are the users who do the most activities and they do it only because they like and have the confidence to do it. (Yunidar & AZA, Majid, 2017). But the way they chose the stickers to put on their laptop and the way they arranged them on their laptop surface made it personal. So it was personalizing activity, and they literally made their laptop personal.

The second study was about self-achievement in RC toy modification. It was conducted to find out what was the most enjoyable and preferable activity when it comes to playing with RC toys. According to its users modifying the RC was the most enjoyable and preferable activity among other activities (collecting the RCs, running & controlling the RC on the field). Users spent a big amount of time, money, and effort to modify their RC to meet their preferences, and they are proud of themselves by the time they get it done modifying. To meet their preference and made it by themselves evoked pride and happiness, and that was personal. Thus we can classify these activities as personalization activities. Regarding this, Norman (2014) also stated; that

the people who make kits feel very proud of their accomplishments and share a common bond with other kit makers (Norman, 2014).

The third study was about how motorcycle users customize their motorcycles according to how they value their motorcycle. It turns out that there were three levels of customization done by the bikers.

1. The first customization level was the shallow level of customization, done when the users added something meaningless and functionless on their motorcycle based on fad or fun (e.g. stickers, etc).
2. The second customization level was the behavioral thing that linked the motorcycle to its users and occurs when the users added or changed something useful to support their activity, work, etc on their motorcycle (e.g. delivery box mounted on the back of a motorcycle, which was intended to carry packages to deliver).
3. The third level of customization was probably the most related to its user and occurs when the users put or added something related to them on their motorcycle, it could be something useful or not but surely meaningful to them and this is when customization became personalization (e.g. total modification on motorcycle look or its configuration to meet its user's concept). This third-level customization not only made the users bound to their motorcycle but also worked both ways, it turned the motorcycle to describe its user, and that was a personal one (Yunidar, 2010).

People express a desire for authenticity, and high levels of authenticity, either as a state or trait, correlate with satisfaction with life and self-reported measures of subjective and psychological well-being (Mengers, 2014). So in this case, Menger said