Design Thinking untuk ASN Inovatif

Ellya Zulaikha

Penerapan Design Thinking Dalam Kepemimpinan Inovatif ASN yang Berkelanjutan

BPSDM Provinsi Jawa Timur

17 November 2022

Ellya Zulaikha

1998	Industrial Design, Institut Teknologi Sepuluh Nopember (ITS)
2003	Master of Art, Bandung Institute of Technology (ITB), Indonesia
2015	Doctor of Philosophy (Collaborative Design Learning), Queensland University of Technology (QUT), Brisbane, Australia

- Head of Industrial Design Department ITS 2015-2019
- Vice Dean of Faculty of Creative Design and Digital Business 2020-2024
- Member of ADPII (*Aliansi Desainer Produk Industri Indonesia*) – Indonesian Industrial Designer Alliance, since 2015
- Member of Reviewers Board for Indonesian Higher Education Accreditation (in Design field), since 2019
- RESEARCH INTEREST : *Industrial Design, Participatory Design, Innovation Design Management*

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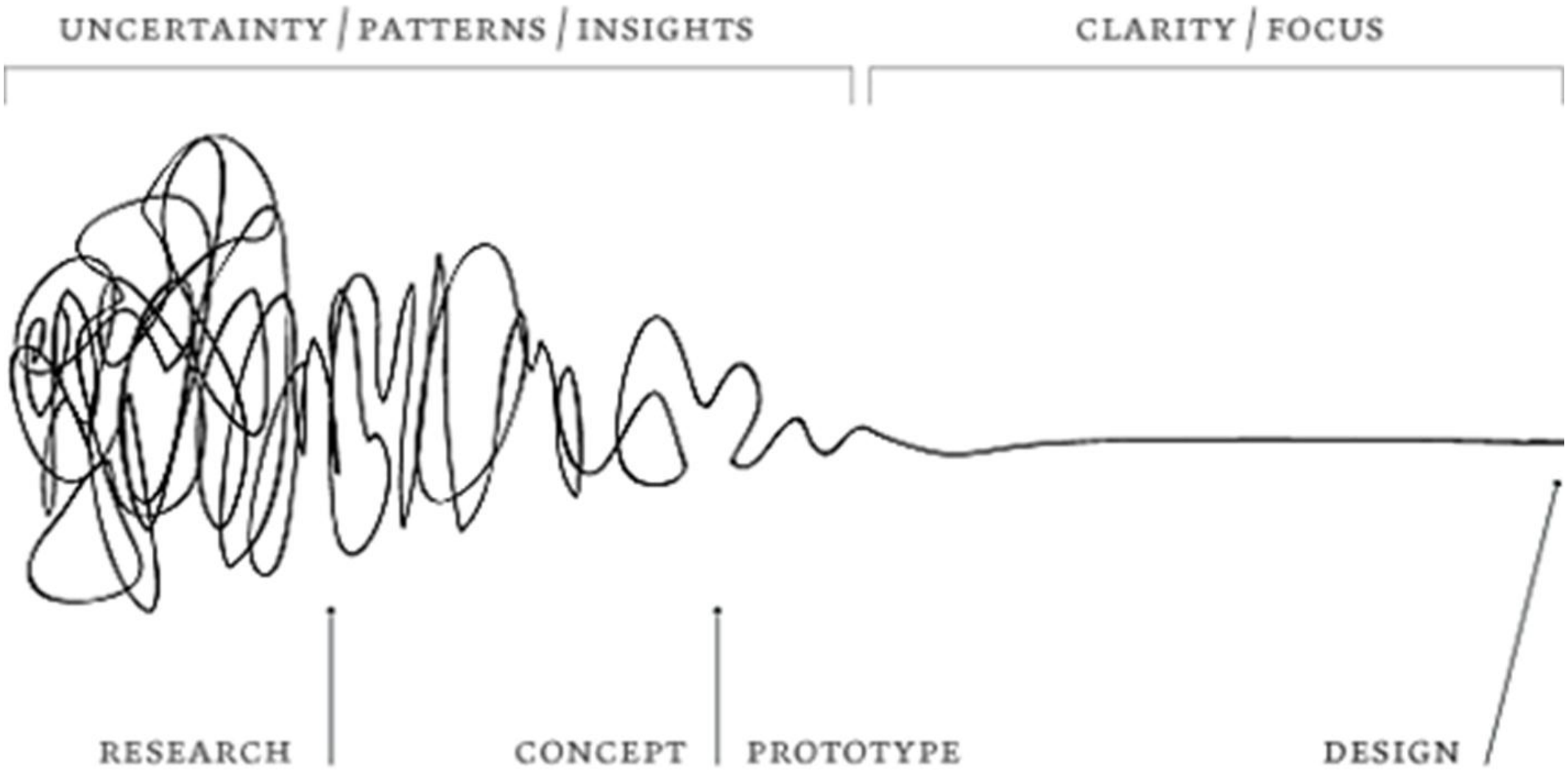
Apakah ASN itu …

- Mengurusi manusia?
- Mengurusi hal-hal yang ruwet? Tampak sulit dan kompleks?
- Harus berkoordinasi dengan banyak pihak?
- Harus inovatif? Atau Perlu Inovasi?



Design Thinking: Deal with Wicked Problem

BASIC REASONING PATTERN

WHAT + HOW LEADS TO RESULT

THING

WORKING PRINCIPLE

(OBSERVED)

in design field ….

WHAT + HOW LEADS TO VALUE

THING

WORKING PRINCIPLE

(ASPIRED)

ABDUCTION

Dorst, K. (2011). The core of ‘design thinking’and its application. *Design studies*, *32*(6), 521-532.

Apa HAL PERTAMA yang harus dilakukan jika menemui kondisi ini?

(4) WhatsApp | buang sampah tidak pada tempa | Viral Tips Jitu Agar Masyarakat Ta | Yuk kita buang sampah

jogja.tribunnews.com/2019/11/13/viral-tips-jitu-agar-masyarakat-tak-buang-sampah-sembarangan-begini-caranya?page

Viral Tips Jitu Agar Masyarakat Tak Buang Sampah Sembarangan, Begini Caranya

Rabu, 13 November 2019 15:50 WIB

Penulis: Bunga Kartikasari | Editor: Rina Eviana

28°C Cloudy

+

LEADS TO "RAPI"

WHAT
THING

+

HOW
WORKING PRINCIPLE

LEADS TO

VALUE
(ASPIRED)

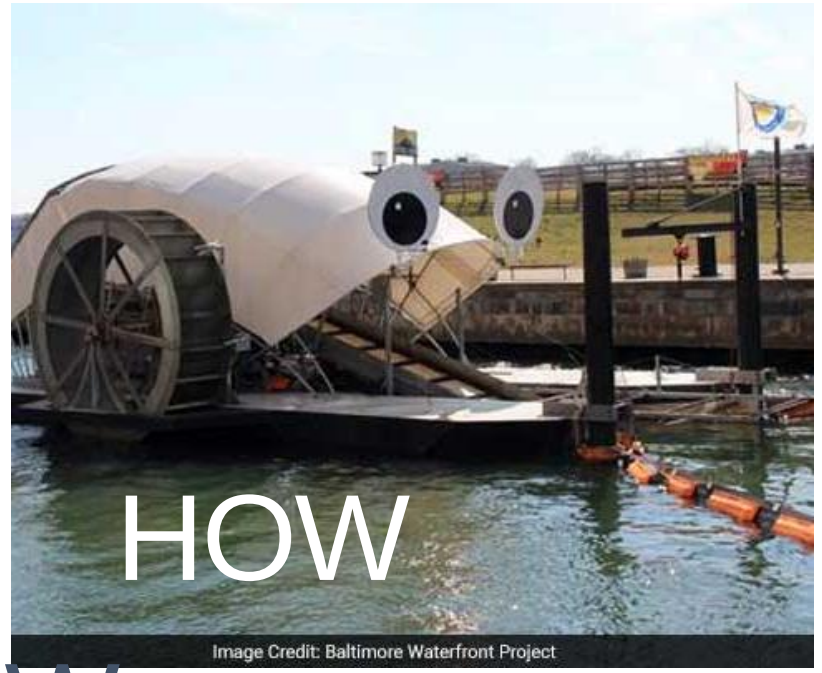
ABDUCTION

Dorst, K. (2011). The core of 'design thinking'and its application. *Design studies*, *32*(6), 521-532.

HOW

TAKE YOUR E-WASTE TO A BETTER PLACE

HOW



HOW

Image Credit: Baltimore Waterfront Project

HOW

HOW

CREATIVITY

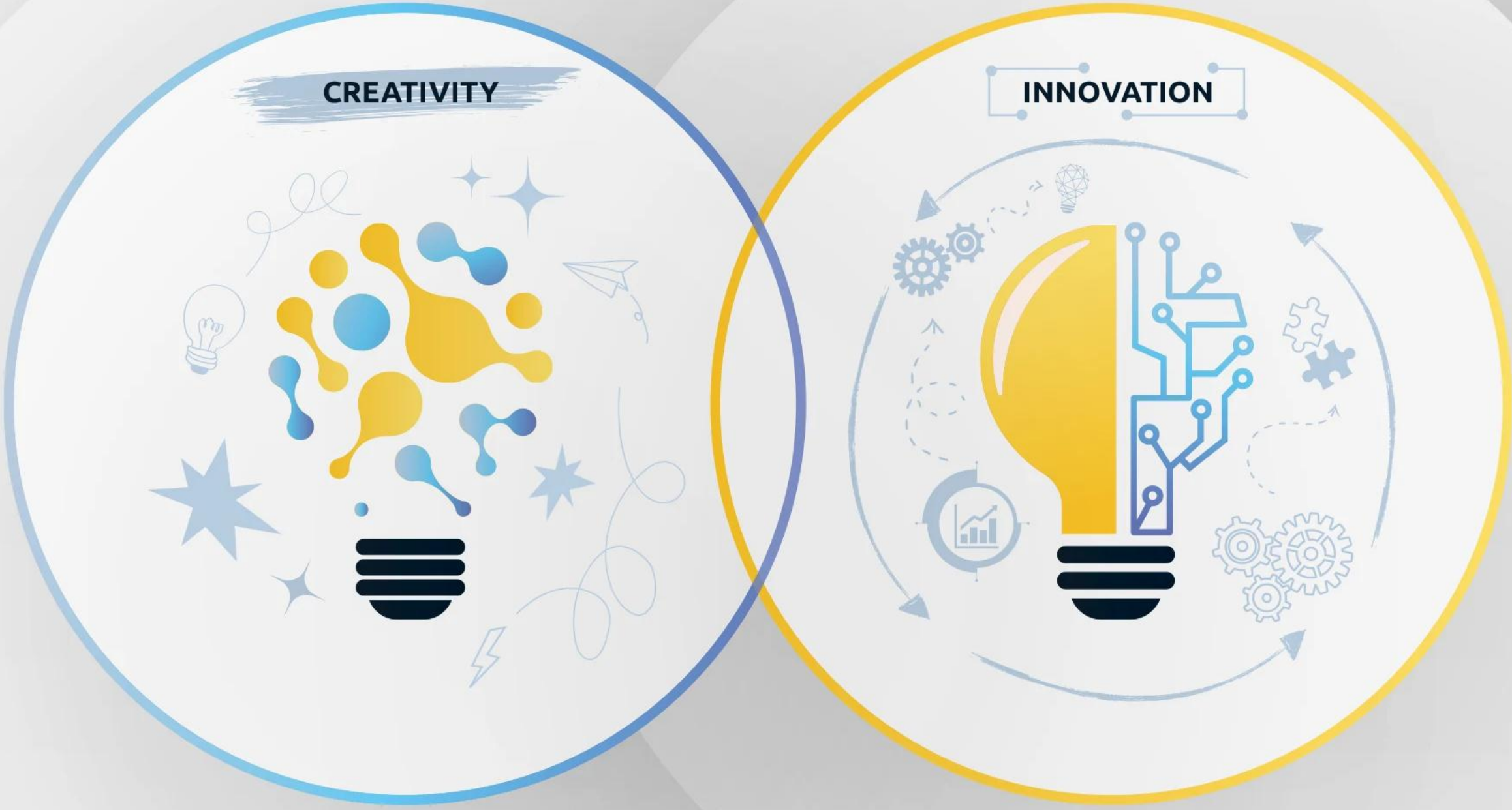
Pic taken from: https://presspay.ng/news/2022/11/11/the-best-kept-secret-to-cultivating-creativity-and-innovation/

WE ARE BORN CREATIVE!

Unfortunately creativity is rarely developed, along with the development of logic and the necessity to follow instructions

The evolution of CREATIVITY THEORY

He → I → We



Pic taken from: https://digitalleadership.com/blog/creativity-and-innovation/

https://suarakebebasan.id/akar-tunggang-pohon-kebebasan/

CONTOH KASUS

Industri Kerajinan Pedesaan

Merupakan mata pencaharian utama (atau sampingan) yang dapat memberikan kesejahteraan ekonomi dan menyerap tenaga kerja

(Kerr, 1991; Rogerson, 2000).

Jumlahnya menurun secara signifikan

(Cohen, 1998; Dhamija, 2008; Dilley, 2004; Dutton, 1983; Friel & Santagata, 2008; Kamara, 2004; Liebl & Roy, 2004; Rogerson, 2000).

PERMASALAHAN EKSTERNAL

- Tren cepat berganti
- Krisis Ekonomi Global
- Kedatangan barang impor yang kualitasnya bagus dan murah

PERMASALAHAN INTERNAL

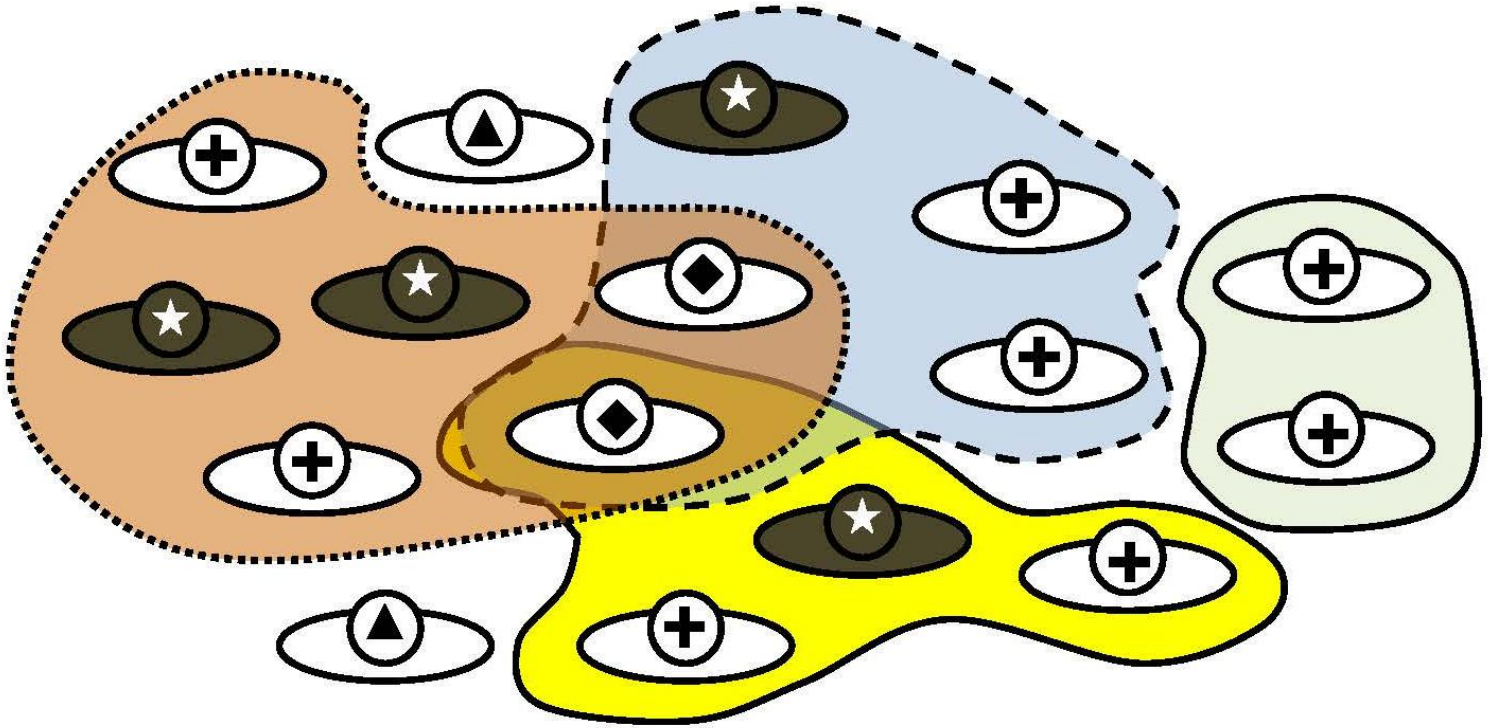
Keterbatasan

- Sumber Daya Manusia
- Material
- Ruang Kerja dan Alat
- Posisi Tawar pada Pedagang

Konflik

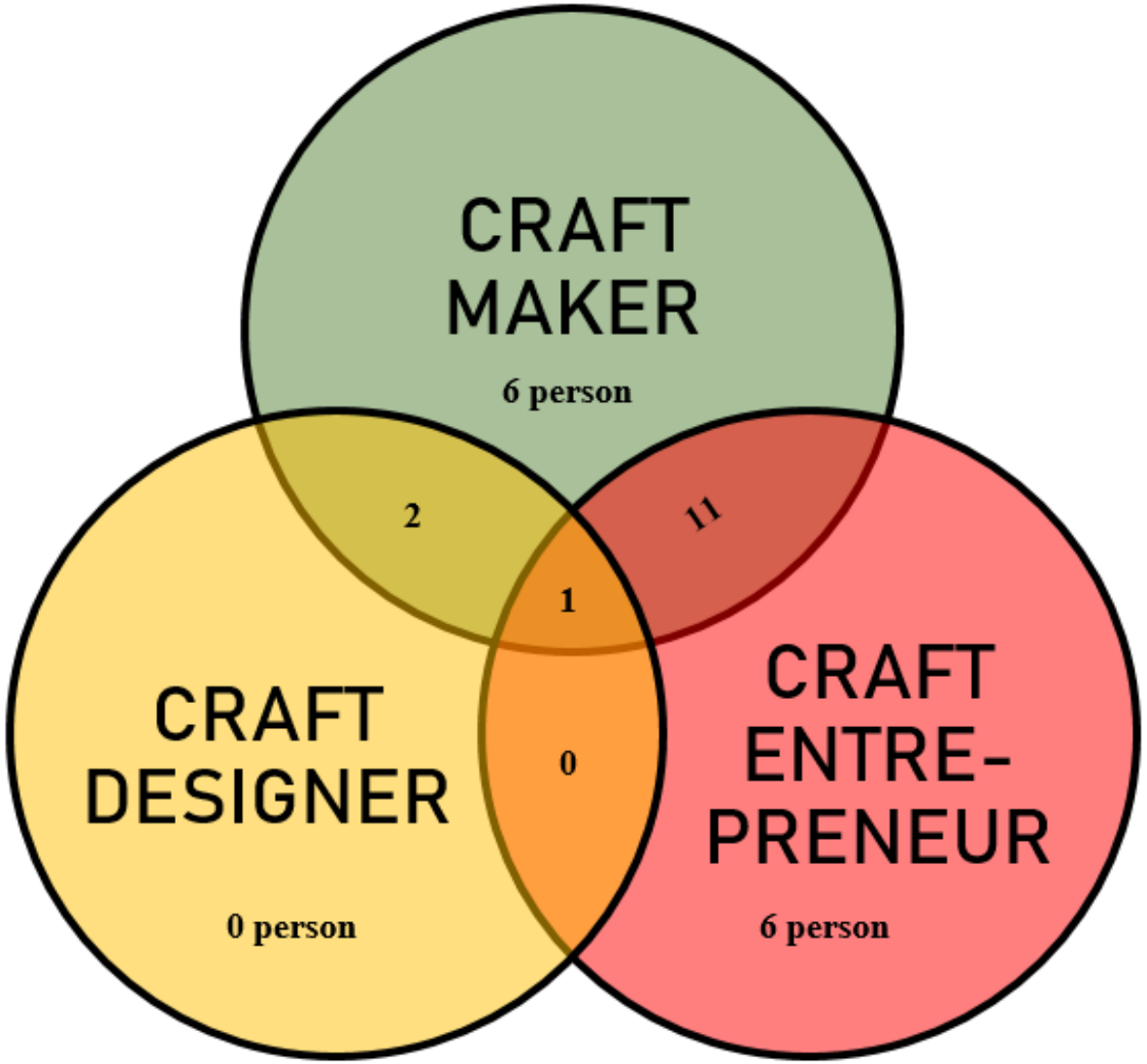
- Saling bajak antar pengrajin
- Saling meng-copy desain yang laku
- Kompetisi harga
- Dinamika dalam Asosiasi

Grouping Tendency



Community Leader	Solitaire craft person
A craft person who could share with more than a group	A craft person who tended to share with a group only

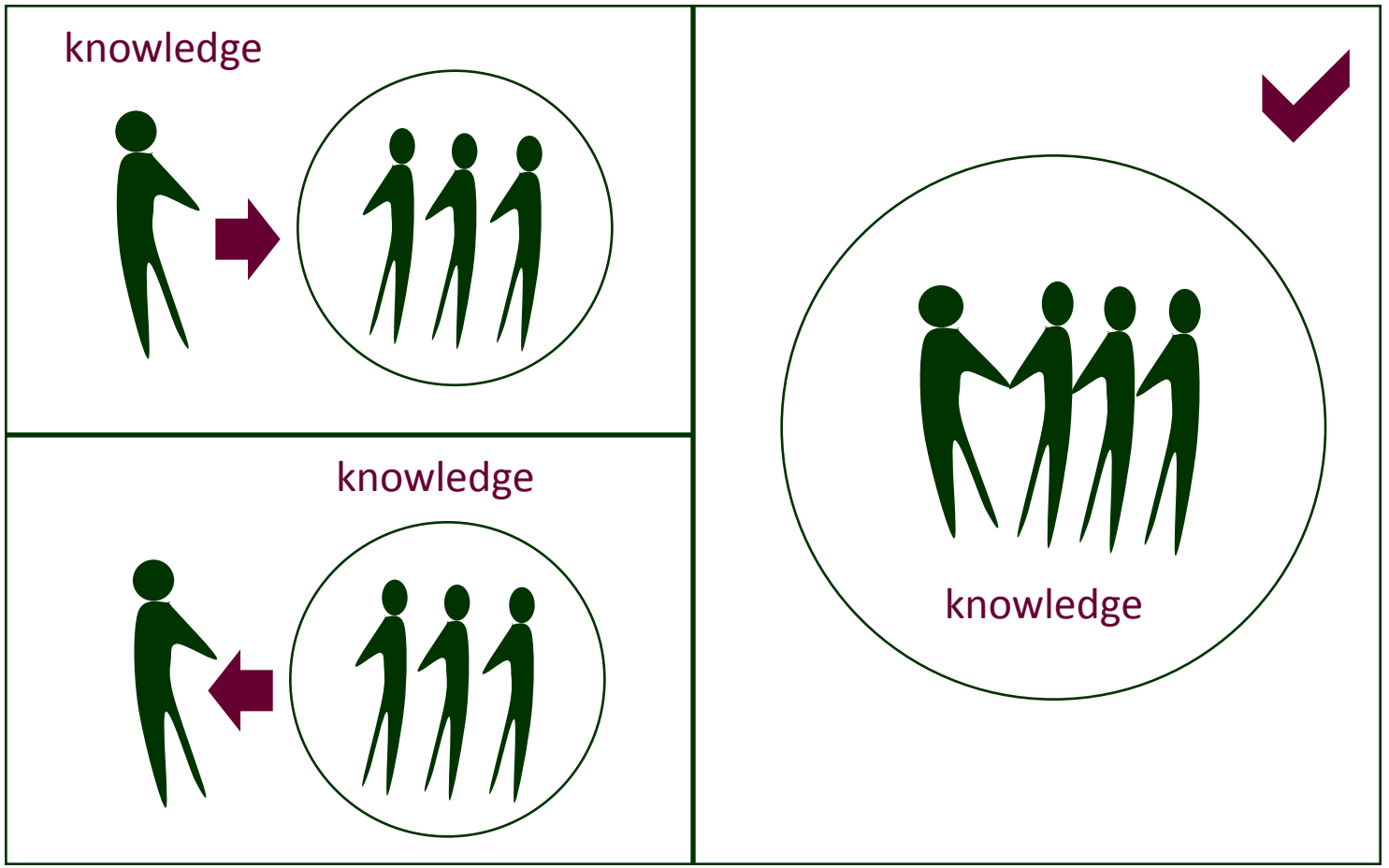
IDENTIFIKASI TIPE-TIPE PENGRAJIN



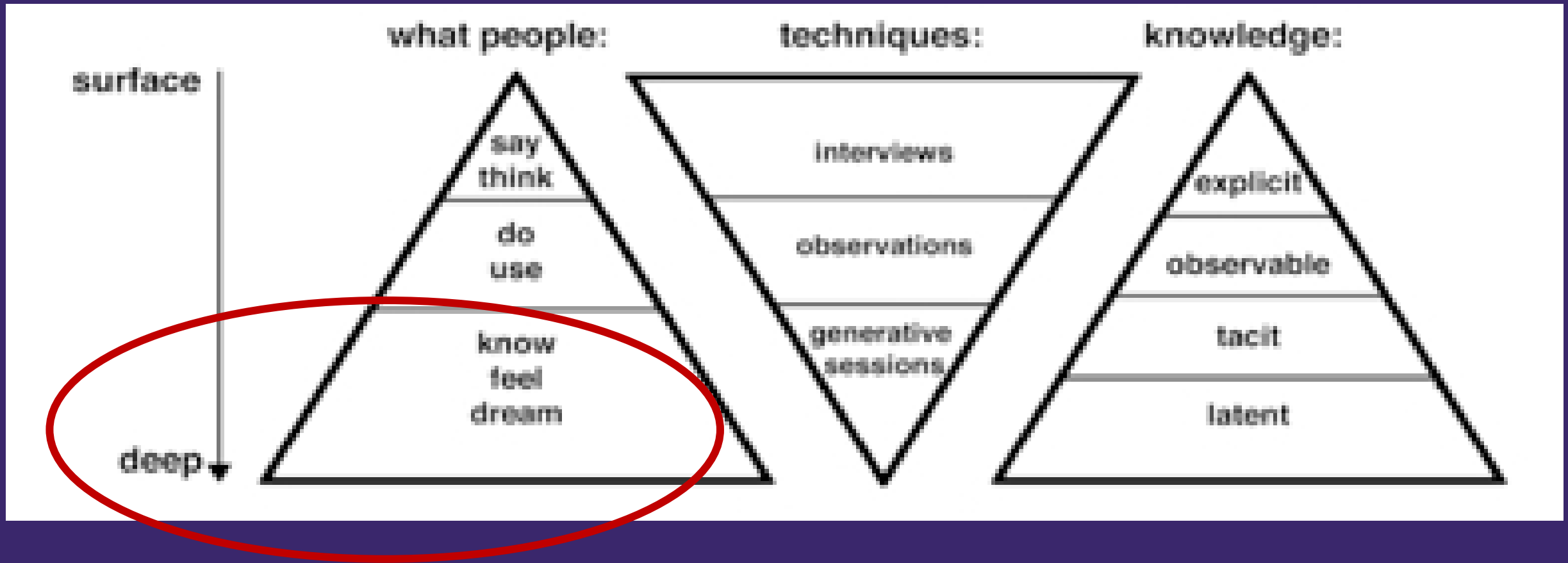
Participatory Action Research

2012

Jewellery Making Workshop to High School



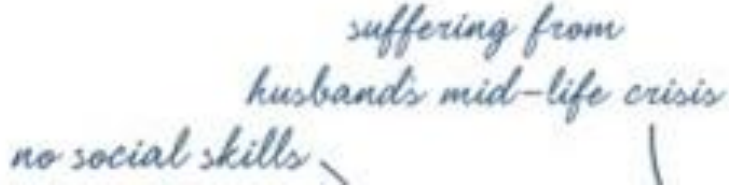
Decisions or policies affecting any community should be made by the community themselves.



Sanders, 2002. From User centered to Participatory Design Approaches. In Design and the Social Sciences. J.Frascara (Ed.), Taylor & Francis Books Limited, 2002.

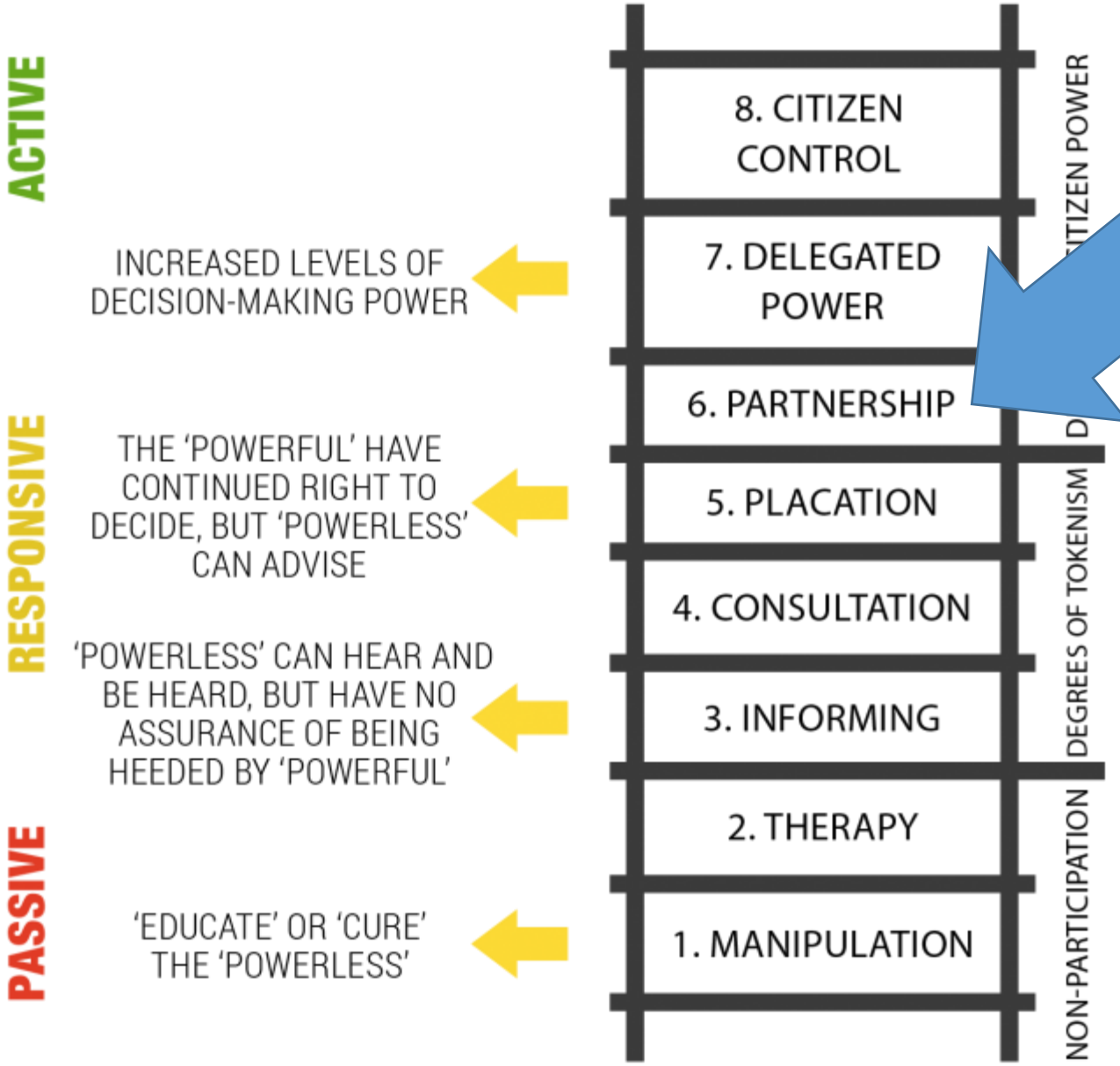
Help me help you

Bantu kami untuk membantumu

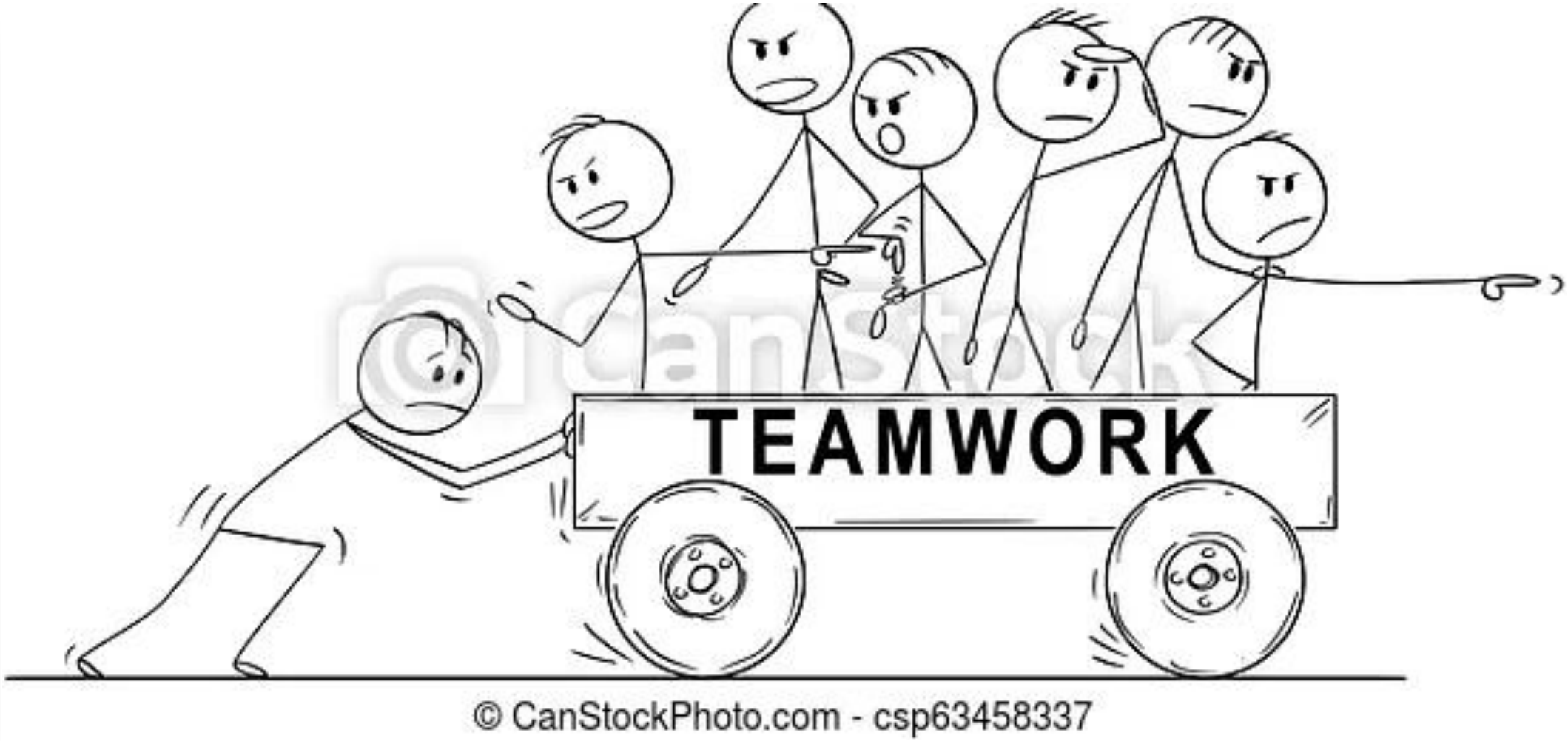


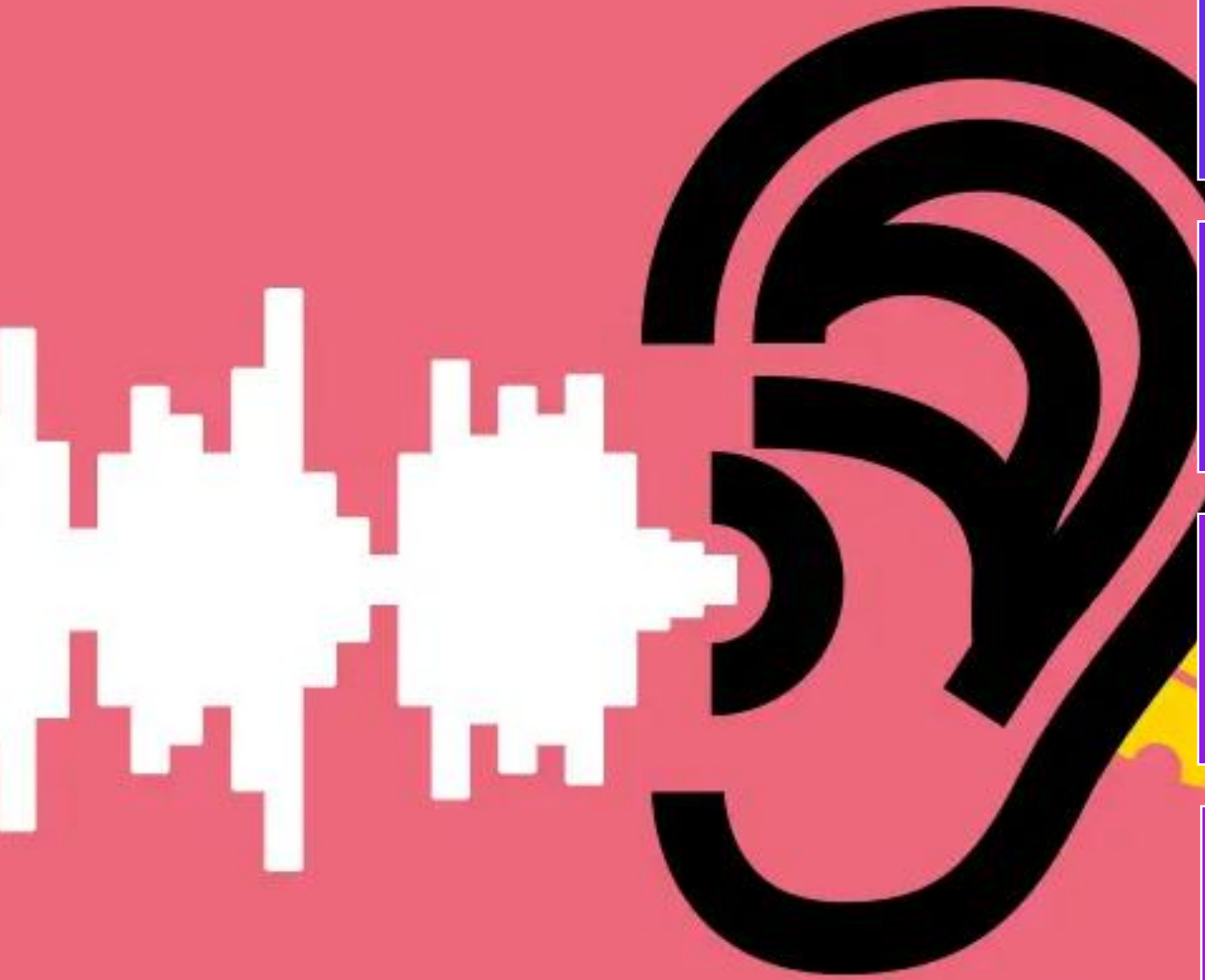
Arnstein's Ladder of Participation

Sherry Phyllis Arnstein
1930 – 1997
University of California, LA



Source of Picture: Co-design is not a panacea for inequality - InWithForward


TEAMWORK
© CanStockPhoto.com - csp63458337



Memelihara kontak mata dengan pembicara

Menghindari komunikasi nonverbal yang tidak sesuai dengan maksud

Mengajukan pertanyaan

Mengungkapkan kembali/konfirmasi

Menghindari interupsi

Berbicara seperlunya

Membuat transisi antara menjadi pendengar yang baik dan pembicara yang baik

Empathy
At the heart
of innovation
Karl-Magnus Möller

Tali Sharot
Professor of cognitive neuroscience
Department of Experimental Psychology
University College London.

Kita mengira bahwa jika kita menakut-nakuti orang, kita dapat memengaruhi perilaku mereka.

Namun kenyataannya hal ini dampaknya justru kecil atau tidak sama sekali

karena orang biasanya malah defensive (memutuskan untuk menutup diri dari informasi yang disampaikan dan membuat alasan).

Sebisa mungkin kita cari persuasi positif di situasi apa pun. Persuasi positif lebih mudah diterima daripada yang negatif.

Tali Sharot
Professor of cognitive neuroscience
Department of Experimental Psychology
University College London.

1. social incentives
2. immediate rewards
3. progress monitoring

fear > inaction

gain > action

design thinking.

more than just beauty (or aesthetics)

Google

LEGO®

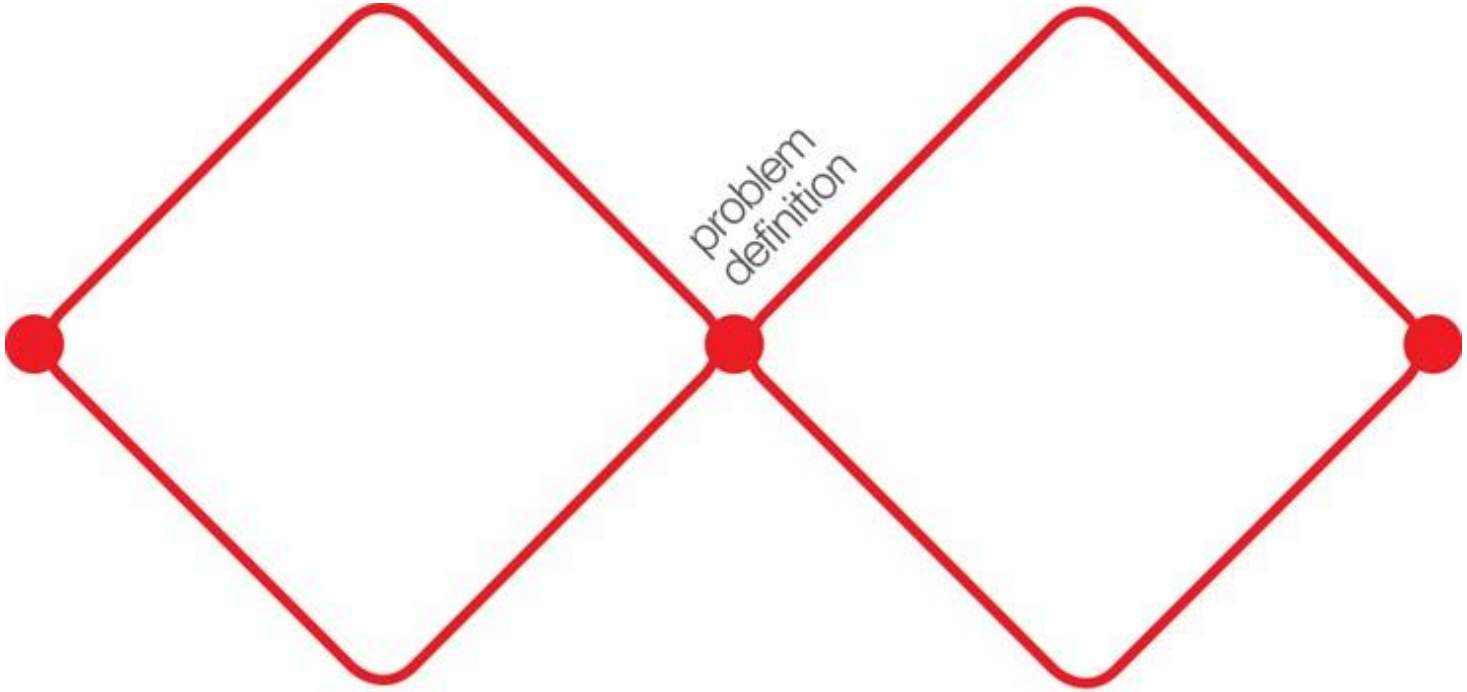
IDEO

ALESSI

IKEA®

Apple Inc.

SAMSUNG

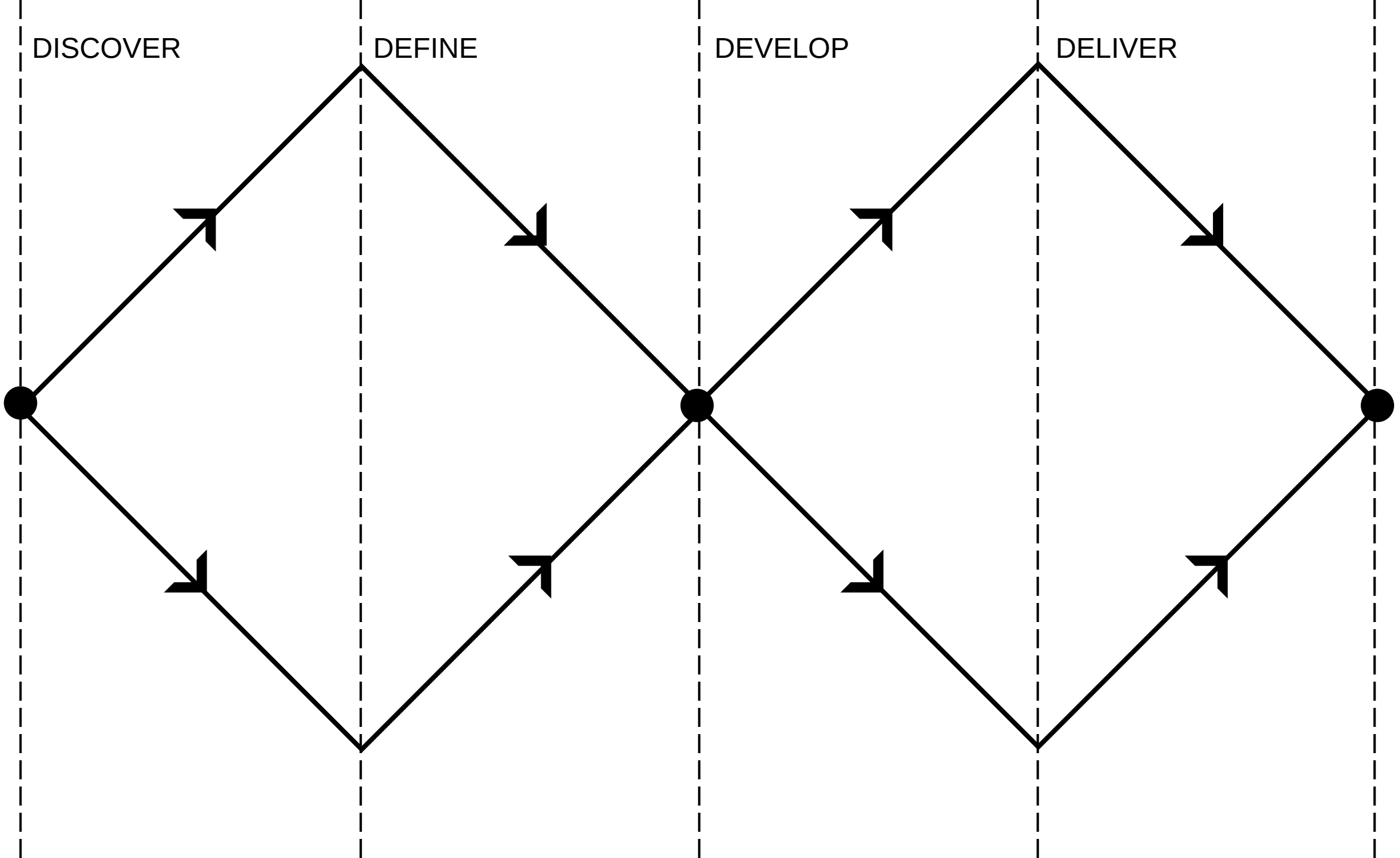


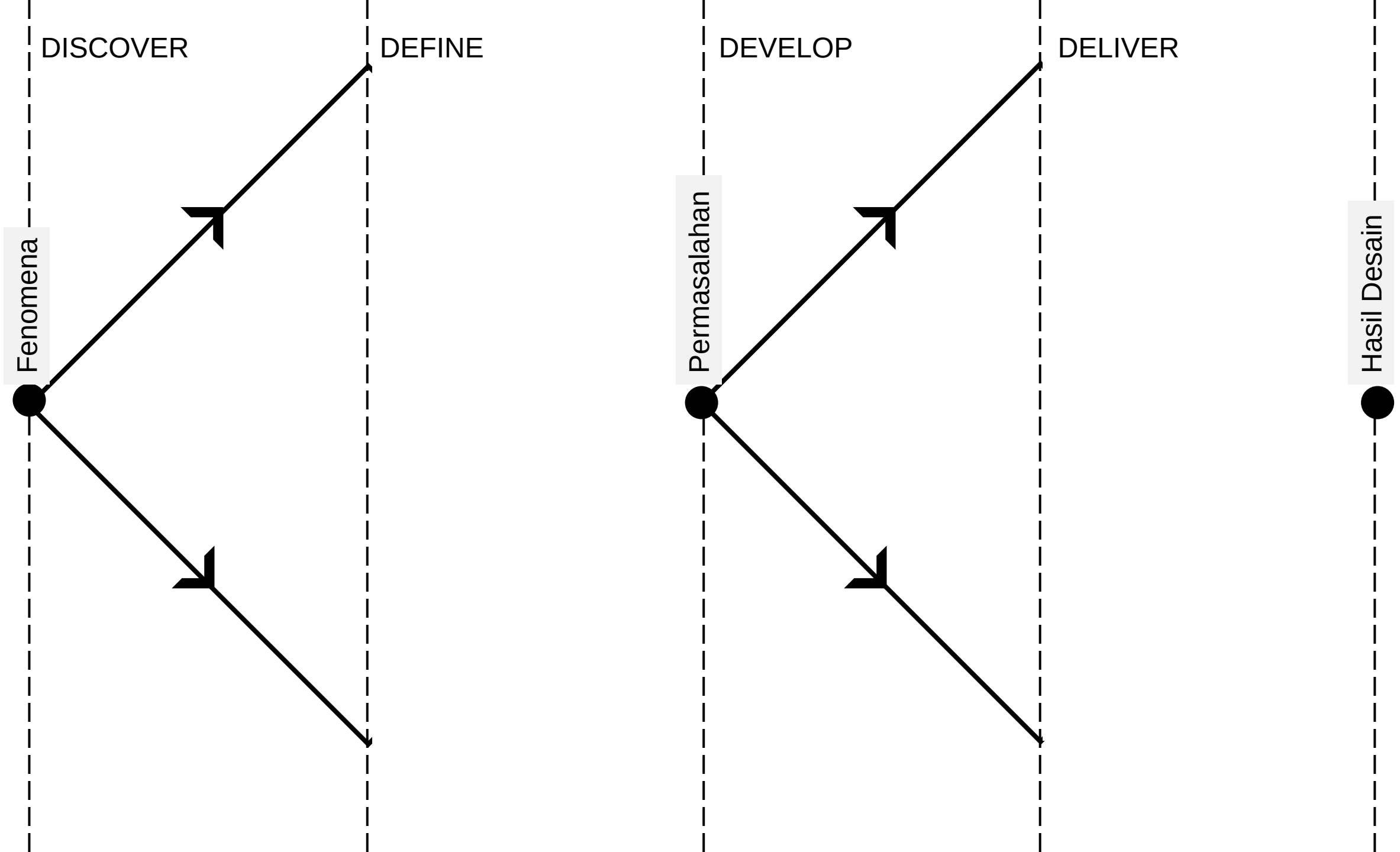
UK Design Council, 2011

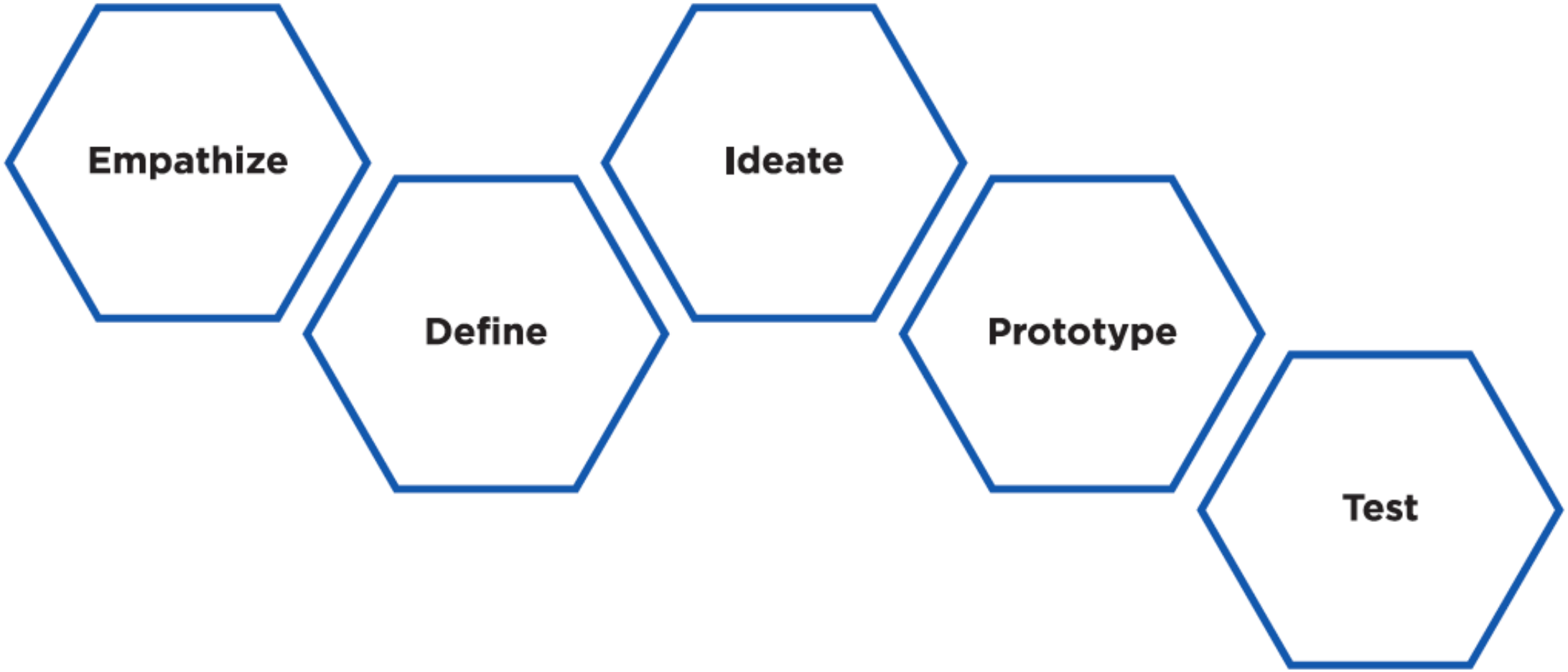
Fenomena

Permasalahan

Keputusan


DISCOVER
DEFINE
DEVELOP
DELIVER


DISCOVER
DEFINE
DEVELOP
DELIVER
Fenomena
Permasalahan
Hasil Desain



Stanford d.school DESIGN THINKING

EMPHATY

kemampuan untuk memahami secara emosional apa yang dialami orang lain.

menempatkan Anda pada posisi orang lain dan merasakan apa yang mereka rasakan.

Empathy is the ability to understand other people's emotions and what they are thinking or feeling. There are two types of empathy:

Affective Empathy

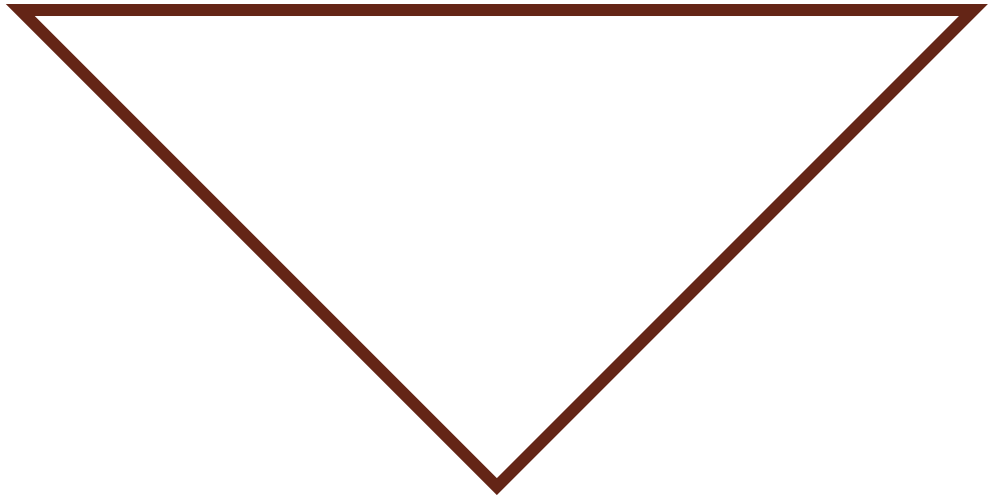
The ability to feel another person's emotions.

Cognitive Empathy

The ability to know what another person thinks or believes.

INNOVATION SPOT

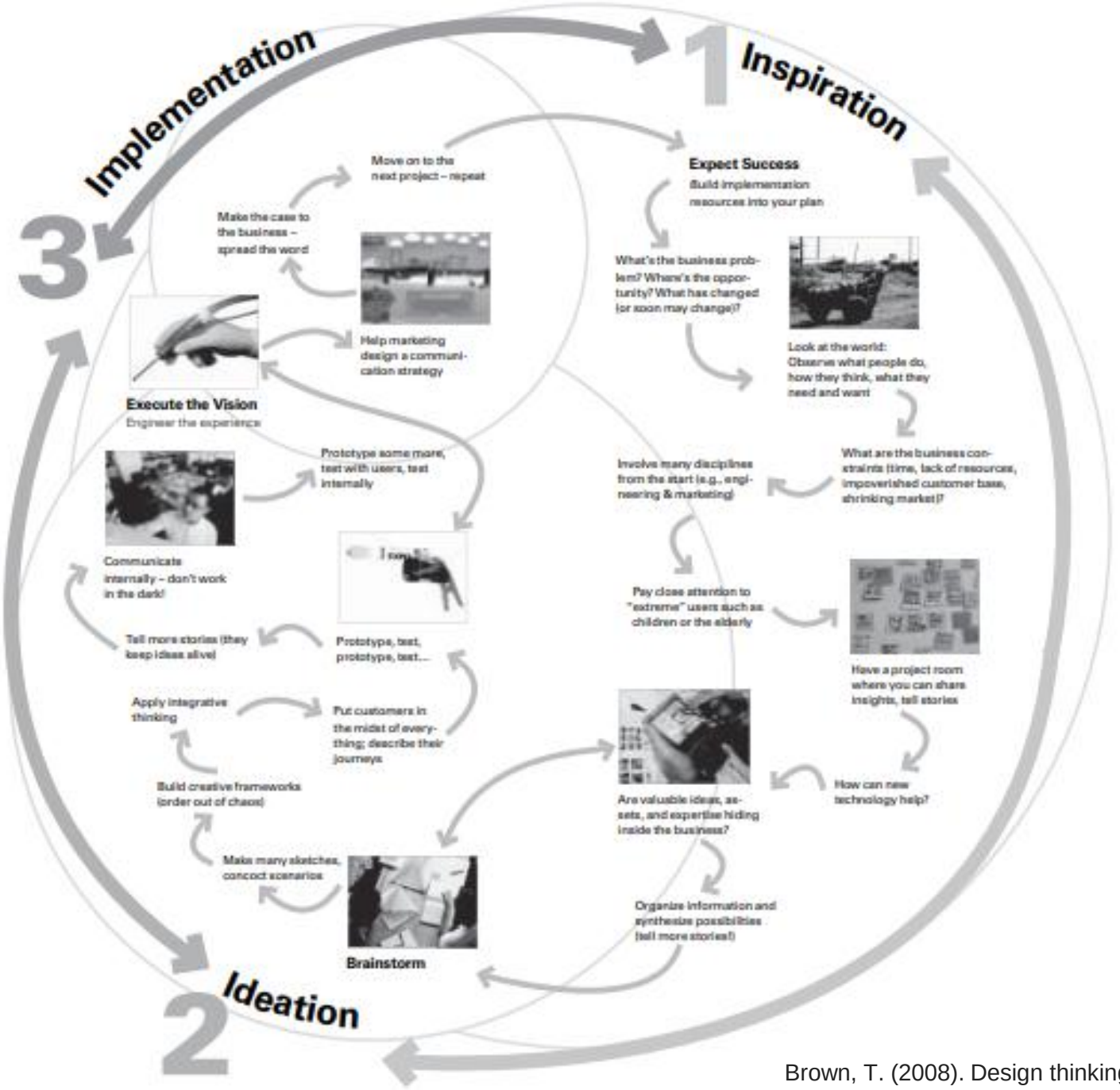
DESIRABILITY/
FIT TO THE NEEDS



Rp

VIABILITY/
BUSINESS MODEL

FEASIBILITY/
ABILITY TO PRODUCE



Brown, T. (2008). Design thinking. *Harvard business review*, *86*(6), 84.

design thinking.

memahami konteks

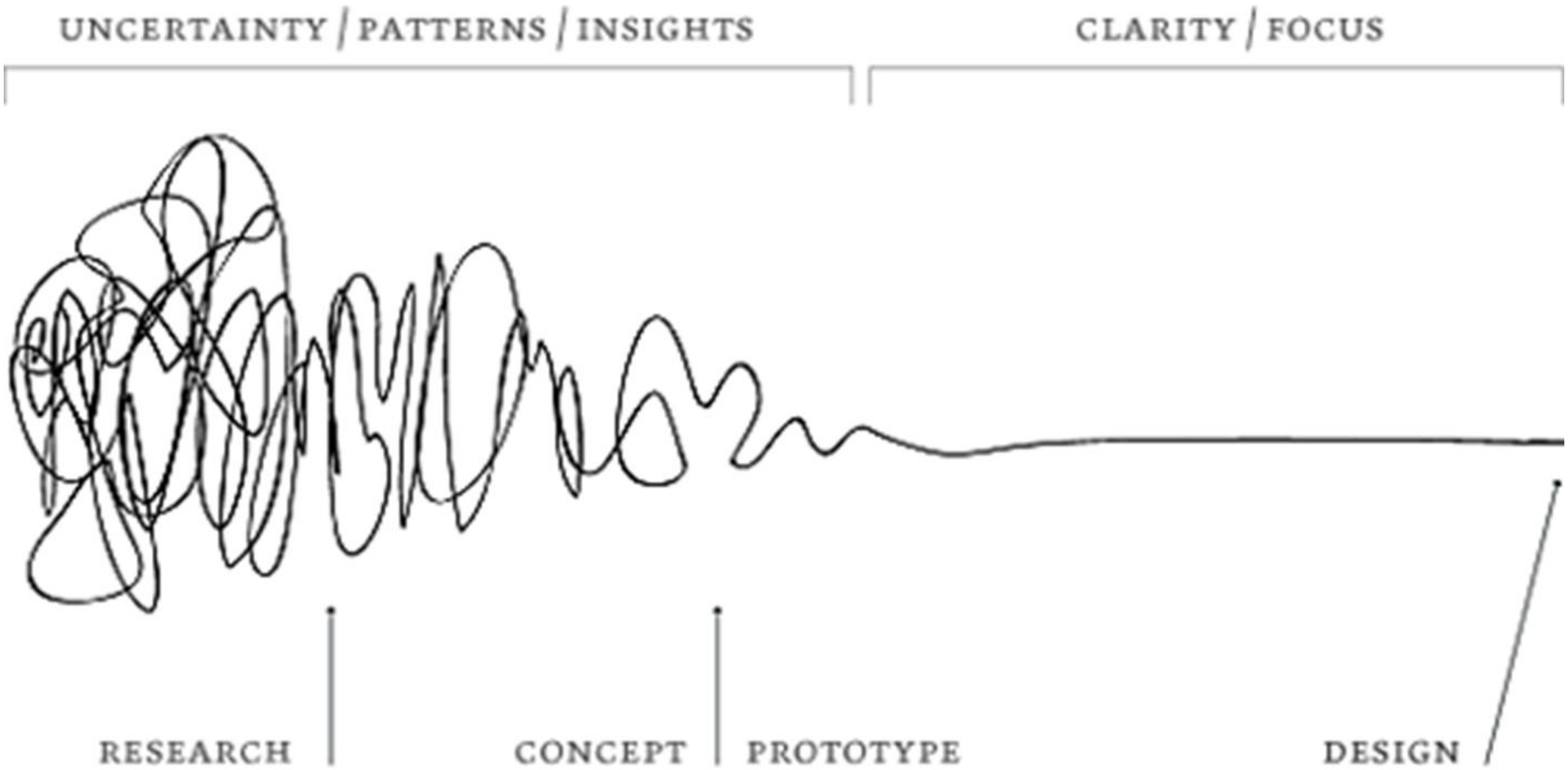
jangan terburu-buru untuk memutuskan solusi

memperluas kemungkinan+ desain partisipatif : pertimbangkan potensi swadaya

Beberapa catatan.

- jebakan efisiensi
- partisipasi palsu : “yang mimpinya harus dipenuhi”
- tantangan untuk mentransfer kepemilikan suatu program/kegiatan

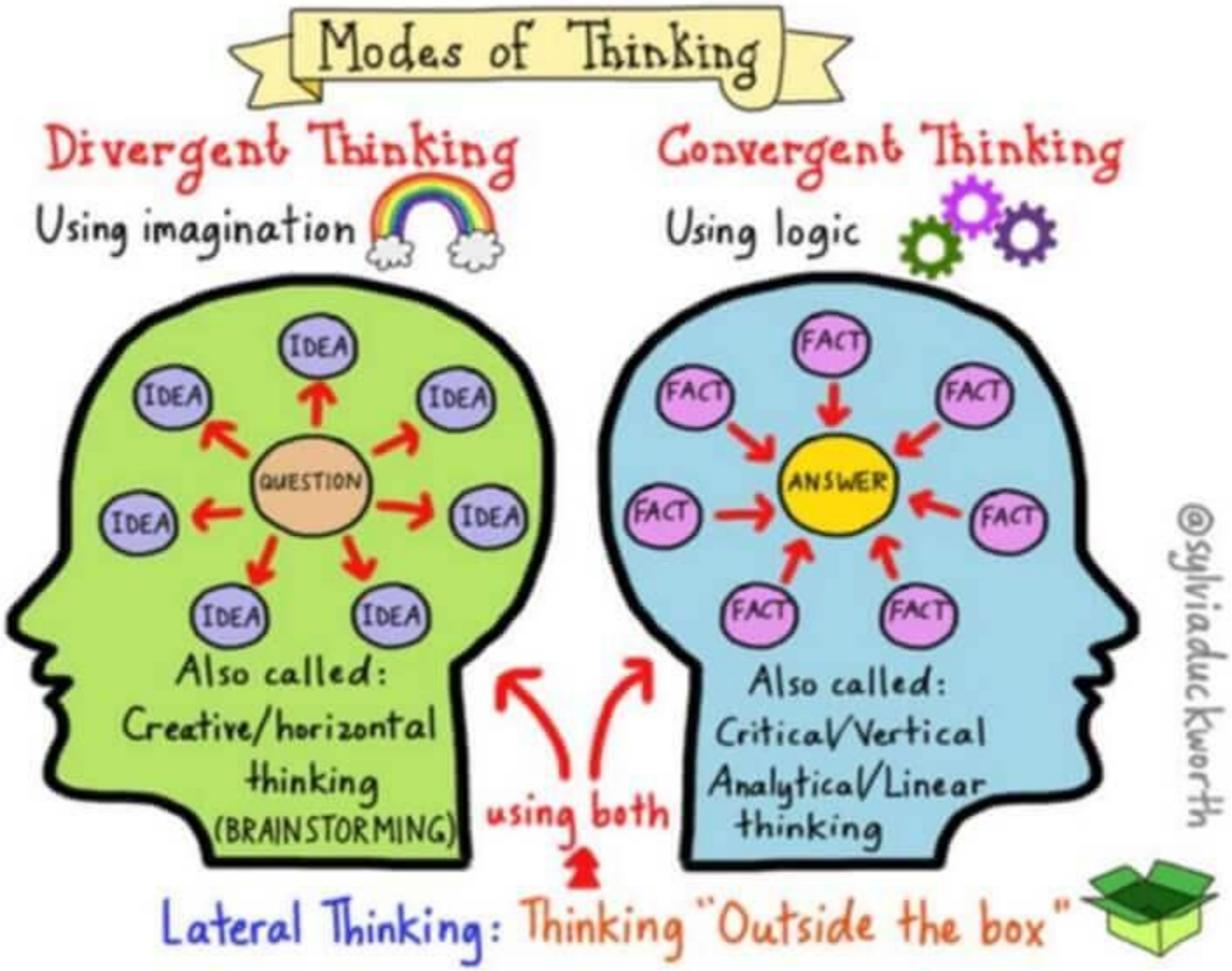
terimakasih



Design Thinking: Deal with Wicked Problem

Not just a link of a chain,
but as the hub of a wheel

Design Thinking: Interdisciplinary



Design Thinking: Lateral Thinking/Creativity