

# Rick Hanes Guitar Aesthetic Study: Creative Industrial Arts Products Sidoarjo (Indonesian) with The World's First Gadget-Based Guitar Effect Technology

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**Abstract:** *One of the creative industries that managed to penetrate the global market is the artistic creative industry art of Rick Hanes from Sidoarjo, East Java. Guitar rick hanes won the Guitar of The Years 2012. Guitar rick hanes has managed to penetrate export markets spread across the United States and Europe. Especially after Guitar Rick Hanes became champion in Guitar Of The Years 2012, the ordering of Rick Hanes Increasing. It can not be separated with the aesthetic aspects that exist on Rick Hanes guitar that is able to bring this art product has such achievements. This study aims to describe the profile and aesthetics of Guitar Rick Hanes Guitar Rick Hanes product of creative art industry Sidoarjo. This research is a qualitative research, with the object of research is Guitar Rick Hanes. The results show that rick hanes guitar profile has many advantages. The aesthetics of Rick Hanes guitars are contained in aspects (1) modern and sophisticated guitar forms, (2) appropriate finishing and harmonious colors, meaningful and appropriate characters, (3) Balinese carving ornaments applied to one of Rick's guitar yip Hanes is very aesthetic, (4) new technological breakthroughs provide practical and economical functional value to the theory and concept of economic aesthetics applied to Rick Hanes guitars.*

**Keywords:** Aesthetics, Rick Hanes Guitar, Art Products

## 1. Introduction

Aesthetics derived from Greek, αισθητική, *aisthetike* read which means aesthesis meaning feeling, taste or taste. Aesthetics are things that study the quality of the beauty of the object, as well as the impulse, the creator's esthetic experience and its observations. Aesthetics are often expressed as equations of artistic meaning, but they differ from the philosophy of beauty, because aesthetics are not merely philosophical problems. Giving aesthetics in art is very important because art does not escape from aesthetics.

In general many people who express the notion of art as beauty. Understanding art is a human product that contains the value of beauty not a misconception, but not entirely true. If tracing the meaning of art through its history, both in the West and in Indonesia, the value of beauty becomes one of the main criteria in art.

Art is a human product that makes aesthetic value as one of the main criteria in it. Art and design Indonesia has many opportunities that can be directed in the global market, in the field of art market, industry, technology, information, culture, social and others. It is proper that each of them has the right positioning, has a clear orientation to achieve the expected objectivity.

In sidoarjo, there is the creative industry art of local guitar makers who successfully penetrate the world or global market. Electric guitar is a solid guitar, a solid-body guitar without a cavity, generally an electric guitar, either a melody or a bass guitar (Banoë, 177: 2003). Achievement Rick Hanes guitar is inseparable from the creativity and innovation made by the company that stood in the area of Tawah Sawah, Waru, Sidoarjo. Thanks to the innovations

made, Rick Hanes has won 4 titles and predicate Guitar of the Year 2012 from Guitar Planet. Rick Hanes displaces famous names like Gibson, Fender, and Ibanez first worldwide.

The main ingredient of guitar making is generally wood. But on Rick Hanes guitar there is another material that is wooden for the neck of Rick Hanes guitars combined with Carbon Graphite material, which has been used for the manufacture of NASA aircraft. So that makes this guitar resilient and elastic so it is not broken even when stepped on with any power of weight. Different from other types of electric guitars, Rick Hanes guitars do not use effects to produce tone distortion. But, the guitar uses the gadget to produce a special sound. Most are Apple output gadgets. Innovations that ultimately deliver the guitar Sidoarjo is a place of honor in the world music scene.

The reason guitar Rick Hanes won the Guitar of the Year 2012 was due to the application of three important things in his product. Namely, play ability, sound character, durability, strength and aesthetics. Based on the phenomenon, it can be said that Rick Hanes: Creative Art Industry Products Sidoarjo has achieved various achievements. The very interesting thing is that in generalmya Local product is still considered trivial but Rick hanes can become an international champion. Because it is a local art product that is able to dominate Sidoarjo guitar market in Europe then it is very interesting to do research on Rick Hanes guitar is. Departure from the phenomenon, the researcher is interested to discuss about Rick Hanes Guitar Aesthetic Study of Creative Industry Art Product of Sidoarjo.

This study aims to discuss about the aesthetic guitar Rick Hanes art products creative industry Sidoarjo. The further objective of this research is to awaken Indonesian citizens. So far underestimated the products of their own country and

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always adore the products made abroad to better appreciate the work of Indonesian children whose quality is not inferior to foreign-made products.

## 2. Method

This research is qualitative, which describes Rick Hanes Guitar Aesthetic Study of Creative Industry Art Product of Sidoarjo. Qualitative research is a research procedure that produces descriptive data in the form of written or oral words of people and behavior that can be observed (Bogdan and Taylor, 1975: 5). The location of this research was conducted in Tambak Sawah, Waru, Sidoarjo. The research will be conducted at Rick Hanes guitar manufacturing plant. Research subjects in this study namely Doddy Hernanto As guitar maker Rick Hanes. Data collection techniques used interview techniques, observation and documentation. Data validity using source triangulation and technique. Data analysis techniques are done through the process of data collection phase, data reduction, data compilation, data examination, and data display.

## 3. Discussion of Result

### A. Rick Hanes Guitar Profile

Guitar rick hanes is a guitar created by Doddy Hernanto. This guitar was created in 2009, the location of this guitar is located in Tambak Sawah, Waru, Sidoarjo. Here are reviews of excellence and process towards the global market of guitar Rick Hanes.

#### 1) Rick Hanes Guitar Excellence

Innovation or renewal is a process of renewal from the use of natural resources, energy, new arrangements of labor and the use of new technologies which will all lead to a system of production and cultural renewal especially regarding technological and economic elements. (Koentjaraningrat, 1990: 258). The update that took place on "Guitar Rick Hanes: Creative Industries Art Products Sidoarjo" is in the use of guitar-making materials and new technology on guitar effects used.

The production guitar of Sidoarjo, East Java, has been named the world's best guitar by British magazine, Guitar Planet, the final edition of 2012. All of that is not separated from the cold hands of Doddy Hernanto, musician and producer of the guitar. Guitar factory in Tambak Sawah area, Waru, Sidoarjo. "D" is the initial letter of his name, Doddy Hernanto. He is one of the owners who became the spirit of guitar company Rick Hanes brand founded in 2009. This achievement is not separated from the results of innovations and innovations that made Doddy on Rick Hanes guitar.

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Picture 1: Rick Hanes Based Gadget Effect

In the Guitar of the World 2012 event held by Guitar Planet magazine UK, Rick Hanes guitar won three titles at once. Namely, the first champion achieved by Rick Hanes type Chris Bickley DR Pro, second winner Rick Hanes type Avenix, and the third winner was won by Rick Hanes DR Medium type.



Picture 2: Rick Hanes Chris Bickley Dr Pro



Picture 3: Rick Hanes Avenix



Picture 4: Rick Hanes Dr Medium

Not only that, the Artist Signature Guitar of The Year 2012 award was awarded by Rick Hanes guitar Chris Bickley DR Pro. Musical instrument produced in Wadungasri, Sidoarjo proved resilient. Rick Hanes not only tested play ability and sound aesthetics. Many times I dropped to the floor there was absolutely no part that cracked at all, "said Mr. D, frontman Shine On Blues who endorse Rick Hanes to Surya, Wednesday (9/1).

Not only resilient. The neck of this guitar is also elastic so it is not broken even when stepped on with any strength of weight. "This is because the wood for the neck of Rick Hanes guitars combined with Carbon Graphite material, which is also used for the manufacture of NASA aircraft," beber man named Doddy Hernanto (Surya Online, accessed on 31 October 2016).



Picture 5: Rick Hanes Resistant

The man who mastered the eight instruments explained that the guitar design contest was held once a year. For the 2012 edition, there are 362 participants from all over the world with various brands. Among them, top branded guitars like Ibanez, Gibson, Fender, Yamaha, Ovation, and Hofner. Doddy proposed three Rick Hanes series to follow the contest. Valuation using voting on the magazine's site. The three guitars of Rick Hanes get the most votes and are declared winners of one to three.

## 2) Process Toward Global Market

Doddy pioneered the guitar business since 2009. Beginning by forming a band with his brother-in-law, Tommy Kaihatu who is also a guitar collector. They then decided to produce their own musical instruments. Do not want to be arbitrary, Doddy who previously worked as a high school math teacher doing research directly to the United States and Europe. Doddy chose America and Europe because that's where the world music mecca is. Almost all the famous guitar manufacturers are from there. Research lasts for three years. Doddy felt he had a lot of valuable lessons from his studies. Start raw materials until brand name selection. Also, the manufacturing process is detailed and "perfect". In order for the guitar to be strong and durable, Doddy applied the carbon graphite to the neck of the guitar. This type of carbon is the building material of NASA's space shuttle (US space agency). The type of material is notoriously strong but very light.

Picture 6 Doddy : Rick Hanes Guitar Makers



Similarly, the brand name, Doddy follow the advice of the guitar producers in the United States and Europe. Namely, the international name to be able to penetrate the global market. After enough research, Doddy re-formulate the concept of his dream guitar with his younger brother, Tomy. From there, tercetuslah brand name of their pride products, namely Rick Hanes. The name comes from the abbreviation of the name of the only child Tomy, Patrick John.

To maintain quality, the guitar manufacturer usually implements three important things in its product. Namely,

play ability, sound character and aesthetics. But this is not enough. For that reason Doddy added two elements that are not less important. Namely, durability and strength on Rick Hanes guitar. Likewise in technology, Rick Hanes became a pioneer as a sophisticated guitar manufacturer. Therefore, Doddy always provide space in the product to be connected with the latest technology. Most recently, Rick Hanes teamed up with Seymour Duncan, the leading maker of guitar and effects technologies from the United States.

The technology has been felt by many Indonesian guitarists reliably. Among other things, Indonesian guitar god I Wayan Balawan, Taras Bistara (guitarist TRIAD), Aji Broken Bone, Donny Suhendra, and Irul Five Minutes. After that Rick Hanes became known until Hard Rock Cafe signed him for 10 years in order to display his guitar Rick Hanes made in the cafe which is located in Bali.

According to Doddy, Rick Hanes export market spread across America and Europe. Once lined up as the best guitar in the world, ordering guitar via rickhanesguitar.com site is increasing. Doddy hopes Indonesian people will love their own country's products. Because, not necessarily products from developed countries is more powerful than the work of the nation's children. "May the creative nation's children be able to create something great and useful, thus making this country known with positive things," he said. (surabaya tribune, accessed on December 22, 2016).

## B. Rick Hanes Guitar Aesthetic

Rick Hanes guitar making activities originated from a boost in Doddy Hernanto who want to mebuat a guitar of his dreams. Guitar Rick Hanes is one of the creative art industry products created oriented pariah functional aspects. As a functional work should have a safe and convenient to use. Handicraft as a functional work is not enough just to fulfill the function aspect only but require a touch of beauty or aesthetics to improve its quality. This paper attempts to describe the aesthetic aspect in Rick Hanes guitar. Many people assume that the art work of the Indonesian creative industry is a less quality work that has low aesthetic and economic value. The author tries to respond to this by examining more about the aesthetic aspect in Rick Hanes Guitar.

Herbert Read (1968) in a work of art there are three important aspects of contour, content, and context: Contour relates to the form or form of art, content related to content, meaning, messages, or information, and the context relates to what the art needs created. Therefore the author tries to review the craft work based on these perldapat and developed to get the new thinking. This paper tries to decipher the aesthetics of crafts from aspects of shape, color, decoration, and function. The following will be reviewed on these aspects in Rick Hanes guitar.

### 1) Rick Hanes Guitar Form

Sometimes there is a designer too engrossed in artistic play then forget the function criteria that should be preferred, while the esthetic criteria as a second factor to add the value of the beauty of a craft work to appear more interesting. The considerations used in the requirements of a good design process are the factors of utility, production, marketing,



materials, advantages and aesthetic or aesthetic value of the wearing object (Gunawan, 1986: 74).

The quality of Rick Hanes guitars is determined by the quality of materials, workmanship, design, and functional values. Material selection is very important because the material has strength. The wood for the neck of Rick Hanes guitars combined with the famous Carbon Graphite material is very strong and lightweight. so far Carbon Graphite material is also used for the manufacture of NASA aircraft so that not only resilient. The neck of this guitar is also elastic so it is not broken even when stepped on with any strength of weight.

Varied shapes, textures, fibers, pores, all of which can be utilized to support Rick Hanes' guitar shape and aesthetic qualities. A good creation technique that has been powered by Rick Hanes' sophisticated machine and guitar-making materials has determined the perfection of Rick Hanes' guitar form. The aesthetic value of guitar Rick Hanes in terms of modern and sophisticated guitar form has added to the satisfaction of the beautiful taste for the consumers of Rick Hanes guitar.

Elements that can make a beautiful work according to Monroe Beardsley (1997: 43) are (1) Unity (element) This element means aesthetic works of art are well arranged in a harmonious or perfect entity, (2) complexity this shows that the aesthetic work consists of complex elements that support each other to form a unity that can lead to the value of beauty, (3) The intensity means the form of art that has quality weights that are more prominent than just playing art elements.

The element proposed by Breadsley has been applied in Rick Hanes guitar. (1) Unity (unity), Rick Hanes guitar is an aesthetic work because it is well arranged in harmonious unity or perfect shape thanks to the support of machinery and advanced manufacturing materials. (2) The complexity of Rick Hanes guitar is an aesthetic work because it consists of complex elements of new material in guitar making that is Carbon Graphite and does not use effects to produce tone distortion. Rick Hanes uses gadgets to produce a special sound. Complex elements that support each other to form a unity that can cause the value of beauty both in terms of sound and appearance. (3) Rick Hanes is a work of aesthetic because it has a quality that is more prominent than just playing the elements of art alone, this can be seen in the discussion of the benefits of Rick Hanes guitar before.

## 2) Rick Hanes Guitar Colour

The use of color in Rick Hanes guitar finishing is very decisive quality and meaning of the guitar. Rick Hanes guitar delivers appropriate and harmonious color finishing to make it look nice and meaningful. It can happen otherwise if the shape is good but the color finishing is less precise will reduce the meaning on the guitar. In addition to that color in Rick Hanes guitar can provide symbolic meaning and attraction of the object to the consumer. In the design creation of a designer's versatility manipulate the shape and color addition here the design makes the new look quite interesting. One form with different color display can provide an alternative choice that is not boring. Herein lies

the importance of color in the world of crafts. Application of color finishing like this can provide an aesthetic value in art products. Proven aesthetic value on guitar Rick Hanes took it on the Artist Signature Guitar of the Year 2012 award by Rick Hanes type Chris Bickley DR Pro.

Rick Hanes guitar implements finishing with the appropriate color selection of its shape characters. Most of the finishing of the guitar uses the current trend of the trend now but also the ethnic regional ethnicity is still used this as customer demand because the production of guitars using systematics made by order.

## 3) Rick Hanes Guitar Ornament

One indicator to recognize art products is through the form or type of ornamen applied to the art product. One can know the origin of the handicraft product through the ornament or the decoration. These patterns and ornaments provide the identity of an art product in which the product is made, even though the craft of today has undergone a development of globalization that has almost no recognition of the regional boundaries.

Guitar Body Rick Hanes series D Wild Seies that apply Balinese carvings. The carvings depict Javanese banteng and jalak bali. The purpose of making Java carvings and jalak bali banteng is as the delivery of the wishes of the guitarist, Doddy Herwanto who became an ambassador for wildlife conservation forum of eastern Java to campaign for wildlife protection.



Picture 7: Rick Hanes Guitar D Wild Series

Design body Rick Hanes type D Wild Series is using ornaments or ornaments typical Balinese carvings by depicting endemic animals of Indonesia. This makes the ornament on Rick Hanes gives the identity of an art product where the product is made, that is in Indonesia. This is very proud because the original guitar made by the Nation's children can Go International by introducing the identity of the nation.

Giving omamen still remains the identity of an art product and adds to the esthetic value of Rick Hanes. From any product and from anywhere, Rick Hanes guitar is still carrying the identity and aesthetic value, meaningful, weighty, and consumer demand.

## 4) Functional Values and Guitar Economics Rick Hanes

There are two things that the author will convey in this paper to do with the value of the function and economic value of guitar Rick Hanes. These two things are most important and affect the esthetic value of the craft that needs to be studied. In other words, the aesthetic value of snei product can raise

the image of function value and economic value of handicraft product.

Rick Hanes guitar is a potentially economic commodity product. Rick Hanes exports to several countries in Europe such as America and Britain are always stable and even increasing. This shows Rick Hanes has a potential economic function. The aesthetic value of functional objects lies in practical, objective, and rational characteristics, and is oriented to the use or benefit factor. New breakthroughs found by Doddy Hernanto who no longer use the heavy guitar effects but applying a premium gadgets to remove tone distortion felt to provide something that works practically. This greatly simplifies and benefits the consumer of the guitar.

The aesthetics of the economy is characterized by convenient use, health, and security that are ultimately oriented to the security, happiness, and well-being (Sachari 1989: 80). It further discloses that the creation of wear-goods products should consider functional, ergonomic, technical, economic, social, cultural, and environmental. In this case, Rick Hanes guitar has been applying the concept of aesthetic economics that has been discussed in discussion before this sub. Rick Hanes guitar is not only nice and beautiful to be seen just physically but also nice and nyarnan to use.

#### 4. Conclusion

After knowing how aesthetic Guitar Rick Hanes Sidoarjo creative industrial art products. As Indonesian citizens, we should be able to instill trust and pride in our domestic products. Guitar Rick Hanes has proved that Indonesia's products have good quality and high aesthetic value, and can compete in international level. The public should not only pursue the label but are also expected to be able to open and believe in the quality products of the country.

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