



Exploring Cultural Transformation Through Design: Implications of Indonesia-China Relations on National Identity

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ABSTRACT:

This research highlights the crucial role of design in tracing cultural transformation and its implications for national identity, particularly in the context of Indonesia-China bilateral relations. Design, as a reflection of culture, embodies the values, beliefs, and aesthetics of a nation. The objectives of this research are to (1) explore the role of design in cultural transformation, (2) analyze the influence of bilateral relations on design, (3) assess national identity in design, (4) identify design innovations for cultural diplomacy, and (5) investigate cultural dissemination through design. This study employs a qualitative method with a case study approach. Data were collected through literature review, document analysis, and in-depth interviews with design experts, cultural scholars, and government officials from Indonesia and China. The results reveal that bilateral relations between Indonesia and China have led to significant cultural transformations in design. Cultural exchange and design collaboration have produced innovative works that incorporate elements from both countries. This transformation has influenced the national identities of both countries by strengthening the sense of unity, increasing tolerance and intercultural understanding, and creating new opportunities for cultural diplomacy and bilateral cooperation. The conclusion of this research is that design is not only a tool to reflect culture but also a bridge to strengthen cooperation and understanding between cultures. In the context of Indonesia-China relations, design holds great potential to build a more harmonious and inclusive future for both nations.

Keywords: Culture, China, Design, Identity, National, Transformation.

INTRODUCTION

The relationship between Indonesia and China has a rich legacy of centuries. The interaction of culture, trade, and migration has formed strong bonds between these two countries. Since ancient times, maritime routes have been vital bridges, enabling the flow of merchandise, ideas, and culture (Zou, 2023). The modern era marks an intensification of this relationship, with ever-increasing trade, mutually beneficial investment, and the growth of tourism connecting the two countries. Common interests in terms of economy, security, and regional development that encourage cooperation between Indonesia and China (Bilven et al.,

2022). The two countries have mutually benefited each other through the exchange of technology, resources, and expertise, strengthening ever-growing cooperation in various fields. With its cultural diversity and great economic potential, Indonesia-China relations remain one of the important pillars in the global and regional diplomacy landscape (Sun et al., 2022).

The impact of Chinese culture on Indonesia has been included in various aspects of people's lives (Sahertian & Jawas, 2021; Syukriani et al., 2023). One example is in the field of language, where words and phrases in Chinese have been mixed into Indonesian, reflecting the long history of relations between the two countries (Hilmawan et al., 2023). In fact, some Indonesian words have origins derived from the Chinese language, indicating a deep cultural adoption. In addition to language, Chinese cultural influences are also seen in the culinary field. Dishes such as noodles and meatballs have become favorite foods in Indonesia, contributing significantly to Indonesia's diverse culinary wealth. Despite having roots in Chinese culinary traditions, these dishes have undergone unique local adaptations, creating distinctive flavors for Indonesians (Fiona, 2022)

Architecture is one tangible manifestation of the impact of Chinese culture in Indonesia. Temple buildings scattered in various regions in Indonesia function not only as places of worship for Buddhists but also as a marker of the existence and heritage of Chinese culture in Indonesia. The distinctive architecture of the temple, with its Chinese-style roof and ornaments rich in cultural symbols, became an integral part of the urban landscape in Indonesia (Gumulya & Meilani, 2021).

The influence of Chinese culture also extends into the fields of art and religion in Indonesia. Traditional arts such as calligraphy, carving, and painting are still studied and appreciated, while religious practices such as Chinese New Year celebrations and Cap Go Meh continue to be held grandly in various places in Indonesia. This reflects Indonesia's rich cultural diversity, where Chinese culture is one of the important elements that contribute to shaping a unique national identity (Nurchayawati et al., 2022).

Design is not only a reflection of culture but also a tool to reinforce and communicate the cultural transformation that is taking place. Through product design, it can be seen how the influence of Chinese culture has seeped into Indonesia's manufacturing industry. From furniture to electronic appliances, many products feature design elements inspired by Chinese culture and aesthetics. In addition, in architecture, traces of Chinese influence can be seen in the design of modern buildings in Indonesia, which includes the use of traditional motifs and construction techniques derived from Chinese architectural traditions (Fitra, 2022; Hermiati Desti Tri, 2020).

Cultural transformation through design can also be observed in the fashion industry. More and more Indonesian designers are inspired by the richness of traditional Chinese textiles and motifs, creating collections that combine elements of both countries' cultures with contemporary styles. This reflects not only cultural adoption but also creative adaptation to the cultural heritage

received from Indonesia-China relations. Design is one concrete manifestation of cultural integration that occurs between the two countries, creating a visual narrative that strengthens and celebrates cultural diversity in Indonesia (Gumulya & Meilani, 2021; Nurcahyawati et al., 2022).

The implications of cultural transformation through design on Indonesia's national identity are becoming increasingly important in the context of increasingly integrated globalization. In the midst of the flow of cultural influences coming from outside, Indonesia is faced with the challenge of maintaining its uniqueness and cultural diversity while remaining open to new influences. Design plays a key role in this process, as it becomes a medium that not only reflects cultural change but can also be used as a tool to strengthen a sense of unity and national identity (Nurcahyawati et al., 2022).

In-depth research on the implications of Indonesia-China relations on national identity through design is interesting. This research aims to (1) Identify the Role of Design in Cultural Transformation, (2) Understand the Influence of Bilateral Relations on Design, (3) Knowing National Identity in Design, (4) understand design Innovation for Cultural Diplomacy, and (5) Knowing the Spread of Culture through Design.

RESEARCH METHODS

The research method used in this study is qualitative with a literature review approach. The approach will be used to trace cultural transformation through design and analyze its implications for Indonesian national identity in the context of Indonesia-China relations. A qualitative approach is used to understand phenomena deeply and thoroughly, paying attention to the context and meaning contained in the data. Literature review, as one of the qualitative data collection methods, will be used to collect and analyze relevant information from various sources, such as books, scientific journals, online articles, and historical documents (Abdillah, 2021).

The research steps include the determination of research topics and questions, literature search and selection, data collection, data analysis, and interpretation and conclusion. The advantages of qualitative methods with literature review are the ability to provide a deep and thorough understanding of phenomena, explore various perspectives and points of view, have flexibility in the research process, and use various data collection and analysis techniques (Buckley, 2022).

RESULTS AND DISCUSSION

The Role of Design in Cultural Transformation

Design is more than just visual aesthetics; it plays a profound role as a reflection of culture. Through elements such as motifs, colors, and shapes, the design reflects the values, beliefs, and identity of a culture. Every detail in a design, from the patterns to the materials used, has its roots in the cultural context that surrounds it. For example, in Indonesian culture, batik designs not only reflect visual beauty but also display a rich history, philosophy, and ethnic identity. Similarly, in Chinese culture, traditional designs such as dragon motifs and feniks often carry deep symbolic meanings, reflecting rich cultural beliefs and heritage. By understanding design, we can dig deeper into the evolution and change of culture over time (Putri et al., 2021; Wulandari, 2021).

Design has the power to influence and shape culture. Through its creative process, design can introduce new ideas and concepts, shape social norms and values, and strengthen cultural identity. In the context of the relationship between Indonesia and China, the influence of design can be found in various aspects of daily life, from architecture to fashion. For example, in the fashion industry, the cultural influences of China and Indonesia influence each other, creating designs that combine distinctive elements from both cultures. Similarly, in architecture, the design of buildings reflects a unique blend of tradition and modernity, with strong cultural influences from both countries. This cultural transformation, reflected in the design, is a concrete testament to the close relationship between Indonesia and China as well as the ever-evolving cultural dynamics between the two (Nagata et al., 2023; Wulandari, 2021).

The relationship between Indonesia and China has brought about a significant cultural transformation, which is reflected in various aspects of design. One example is in product design, where the influence of Chinese culture can be found in the motifs and techniques used in the manufacture of traditional Indonesian handicraft items. Conversely, Indonesian cultural influences can also be found in the design of Chinese products imported into the Indonesian market. The same is true of architectural design, where modern buildings in both countries reflect a blend of local traditions and global trends, creating a unique visual identity. In the fashion industry, clothing design often combines traditional motifs and techniques from both cultures, creating unique and diverse styles. Thus, through design analysis, we can see how cultural influences influence each other and are reflected in cultural changes between Indonesia and China (Putri et al., 2021; Wulandari, 2021).

Design not only reflects cultural change and be an agent of cultural change itself. In the cultural transformation between Indonesia and China, design has an important role in stimulating social change and people's mindsets. For example, designs that promote the values of unity, tolerance, and cultural diversity can help build awareness of the importance of interethnic

harmony and diversity in both countries. Design can also be used to introduce new ideas and spark innovation, which in turn can bring about positive change in society (Wulandari, 2021).

The Influence of Bilateral Relations on Design

The strong bilateral relationship between Indonesia and China has had a significant impact on design practices in both countries, giving rise to interesting and unique cultural dynamics. This analysis finds how this bilateral relationship has influenced the transformation of design practices in Indonesia and China, focusing on cultural exchange, design collaboration, and adoption of design elements (Prakarsa et al., 2020).

Cultural exchanges between Indonesia and China have been one of the major factors shaping design practices in both countries. For centuries, trade relations, migration, and social interaction have facilitated the transfer of cultural elements, including motifs, techniques, and design philosophies. For example, the influence of Chinese culture on Indonesian design can be seen in the adaptation of dragon, phoenix, and calligraphy motifs into Indonesian batik, ceramics, and architecture. Instead, the influence of Indonesian culture on Chinese design is seen in the popularity of Indonesian batik and woven fabrics in China, which began to be adopted in fashion design and home décor there (Rahim et al., 2023).

Design collaboration between Indonesia and China has become an important cultural bridge, enabling the exchange of ideas, techniques, and design perspectives that result in innovative and unique work. This kind of collaboration not only creates beautiful and innovative design works but also strengthens cultural ties between the two countries. For example, collaborations between Indonesian batik designers and Chinese calligraphy artists have resulted in batik artworks that blend traditional Indonesian motifs with beautiful Chinese calligraphy. Such collaborations help deepen understanding of each other's cultures and enrich design practices in both countries (Prakarsa et al., 2020).

The adoption of design elements from one culture to another has also become a significant trend in design practice in Indonesia and China. Designers in both countries began to adopt design elements from other countries, creating works that reflected curiosity and openness to other cultures. Examples are the use of Chinese typographic and calligraphic elements in Indonesian graphic design or the incorporation of Indonesian batik motifs into Chinese clothing design. The adoption of such design elements not only enriches design practices in both countries but also creates closer cultural ties between Indonesia and China (Neilson, 2022).

The transformation of design practices in Indonesia and China due to bilateral relations has brought several significant impacts. Diversity and innovation in design have increased due to cultural exchange, design collaboration, and the adoption of design elements. In addition, design practices that are open to outside influences have strengthened intercultural understanding and

tolerance. The transformation has established a vibrant cultural identity in both countries, reflecting the ever-evolving cultural dynamics (Rahim et al., 2023).

Bilateral relations between Indonesia and China have had a significant influence on design practices in both countries. Cultural exchange, design collaboration, and adoption of design elements have created a positive transformation, increased design diversity and innovation, strengthened intercultural understanding, and shaped a dynamic cultural identity. This transformation shows that design is not just about aesthetics but is also an important tool for cultural exchange, collaboration, and understanding between Societies. In the bilateral relations between Indonesia and China, design plays an important role in building a more harmonious and inclusive future (Rahim et al., 2023).

National Identity in Design

Design is not only a visual medium but also a language that expresses the essence and identity of a nation. Through the use of symbols, colors, and cultural motifs, design has the ability to reflect and influence a country's national identity profoundly. This study will investigate how design plays an important role in representing the national identity of Indonesia and China while considering the strong bilateral influence between the two countries (Nuraysiah et al., 2021).

In Indonesia, national symbols such as the Red and White flag, Garuda Pancasila, and the motto "Bhinneka Tunggal Ika" became the main foundation in the design to convey the spirit of nationhood, unity, and cultural diversity. In China, symbols such as the Red flag with Five Stars, the Great Wall, and dragons are often used as the core of design works as symbols of strength, luck, and glory. These symbols are not only visual objects but also representations of the history, values, and beliefs of society (Dewi et al., 2023).

Color also has an important role in reflecting national identity. In Indonesia, the Red and White colors in the flag are a reflection of fighting spirit and purity, while in China, the dominance of Red in the flag expresses luck and happiness. The use of color in design not only encapsulates the essence of national identity but also creates a deep emotional impression for observers. (Ilmi, 2020)

Cultural motifs are an important aspect of design that reflects the richness of a country's culture. In Indonesia, batik motifs, woven fabrics, and shadow puppets are elements that are often used in design to show the richness of cultural heritage. While in China, calligraphy, traditional painting, and wood carving became symbols of values and wisdom passed down from generation to generation. The use of these cultural motifs is not only for visual beauty, but also to respect and strengthen national identity (Nuraysiah et al., 2021).

Cultural exchanges and design collaborations between Indonesia and China have had a significant influence on the formation of the national identities of both countries. Through such collaborations, elements from both cultures are often combined in design works that create a

unique harmony. This allows for the creation of works that portray interrelated and mutually enriching national identities. That way, design is not only a means to convey a message but also a bridge that connects the two cultures in deeper respect and appreciation (Dewi et al., 2023).

Design Innovation for Cultural Diplomacy

In today's era of globalization, cultural diplomacy is becoming increasingly important as a means to strengthen relations between countries. Among the diverse tools available for cultural diplomacy, design has emerged as a potential force in promoting cooperation and understanding between countries. Design, with all its creativity, is able to convey cultural messages in an interesting and innovative way (Nuraysiah et al., 2021).

Design acts as a tool of cultural diplomacy through several approaches. Designers can collaborate with artists, culturalists, and governments to create engaging cultural programs and projects and interact with audiences. This kind of program can be an art exhibition, a cultural festival, or an exchange of artists and designers. In addition, designers can create unique and interesting cultural products and merchandise. From souvenirs to household products, these products not only strengthen national identity but also become a means to promote culture to the international community. Designers can also create effective cultural communication media, from posters to websites and mobile applications, to disseminate information about Indonesian and Chinese culture to the world. So that designers can create architectural and interior designs that reflect the cultures of both countries and strengthen bilateral relations through public buildings and tourist facilities (Hasanah, 2021; Nuraysiah et al., 2021).

Literature shows how design programs and projects have strengthened relations between Indonesia and China. For example, the Indonesia-China Design Exchange (ICDE) has become a platform that allows young designers from both countries to collaborate and share ideas. Biennale Jogja and China Design Week have also become important venues for cultural exchange between artists and designers from Indonesia and China. So, the design has great potential as a tool of cultural diplomacy to strengthen cooperation and understanding between Indonesia and China. However, more research is needed to understand in greater depth how design can be optimized for the purposes of this cultural diplomacy. With a better understanding of the role of design in bilateral relations between Indonesia and China, we can develop more effective strategies to promote intercultural cooperation and understanding, as well as measure their impact on the two countries' relations (Hasanah, 2021).

Dissemination of Culture through Design

The spread of culture through design has been one of the important aspects of bilateral relations between Indonesia and China, which have been established for centuries. Design, as a very tangible medium of cultural expression, has the ability to facilitate the transformation of

values, practices, and cultural expressions in the context of relations between the two countries. Design can serve as an effective medium for spreading culture in several ways (Fitra, 2022).

Design has the ability to introduce cultural values and traditions to other societies. Through product design, fashion, architecture, and other visual media, a country's cultural values can be expressed and understood by the international community. Not only that, design can reinforce cultural identity by expressing the unique values, traditions, and aesthetics of a culture. By creating designs that reflect cultural identity, designers can help preserve a nation's cultural heritage. In addition, design also plays a role in facilitating cultural exchange. Through art and design exhibitions, intercultural collaborations, and cultural festivals, design creates a platform where people from different backgrounds can meet, learn, and understand each other (Nurcahyawati et al., 2022).

Indonesia-China bilateral relations and cultural transformation through design are becoming increasingly significant. The exchange of motifs and design techniques between the two countries has resulted in the integration of cultural elements peculiar to each country into product design, fashion, and visual arts. For example, Indonesian batik motifs have been adopted in Chinese fashion design, while traditional Chinese motifs such as dragon and phoenix have been integrated into Indonesian batik design. In addition, design collaborations between designers from Indonesia and China have resulted in innovative work that combines elements from both cultures (Gumulya & Meilani, 2021).

Cultural transformation through design in Indonesia and China has had a significant impact. Design diversity and innovation increase along with cultural exchange and design collaboration. Designers are inspired by each other's culture and another, producing unique and interesting work. Intercultural understanding is strengthened through design collaboration and the adoption of design elements. Designers and communities learn about other cultures through design, building mutual respect and appreciation. The existence of cultural transformation through design forms a dynamic cultural identity in both countries. Culture is not static, and design becomes one of the ways in which culture is expressed and shared, constantly evolving and adapting to external influences (Hermiati Desti Tri, 2020; Putri et al., 2021).

Design has an important role to play in spreading culture and facilitating cultural transformation. In Indonesia-China relations, design has become an important tool for cultural exchange, collaboration, and understanding between peoples. Cultural transformation through design has resulted in more diverse and innovative designs, strengthened intercultural understanding, and shaped dynamic cultural identities (Wulandari, 2021).

CONCLUSION

This research reveals that bilateral relations between Indonesia and China have a significant influence on design, where cultural exchange and design collaboration have brought substantial impacts, resulting in works that combine elements from both cultures and enhance intercultural understanding and tolerance. Design transformation creates innovative works that reflect mutually reinforcing national identities, with national symbols, colors, and cultural motifs serving as key elements in designs representing both countries' identities. Design can promote national values, strengthen unity, and address social and political issues, potentially shaping a more sustainable future. Design innovation for cultural diplomacy acts as a tool to promote cooperation and understanding between countries through cultural products, communication media, and architecture and interior designs reflecting culture. Cultural dissemination through design introduces values, traditions, and cultural expressions, strengthening cultural identity and enhancing intercultural understanding. The exchange of design motifs and techniques, intercultural collaboration, and the adoption of global design trends spur transformation and innovation, creating dynamic cultural identities in both countries. Design plays a crucial role in tracing cultural transformation in Indonesia-China bilateral relations, resulting in significant implications for national identities, promoting national values, strengthening unity, and building a harmonious and inclusive future, thus a deeper understanding of design's role in this relationship is essential for advancing cultural cooperation and strengthening overall relations between Indonesia and China.

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