

## DIJAGA: Identity Exploration through Ornamental Design on Wood

### Context

Indonesian Gen Z (born between 1997 and 2012) are growing up at a time when the world feels closer than ever before. On one hand, this exposure to multicultural influences offers rich opportunities to learn and connect. On the other, it can complicate their journey of figuring out who they are. Many young people find themselves torn between honoring local traditions and adopting global identities.

This artwork was created as a personal response to these challenges. It invites the audience to pause and reflect on what it truly means to be Indonesian in the era of globalization.

### The Burning Question

How can Indonesian Gen Z navigate through identity development while learning about local values in the middle of globalization?

### Artistic Process & Methodology

The creative process for this artwork began in 2017, inspired by a deep exploration of Indonesian ornamental art and batik patterns. These traditional forms informed the development of a mandala design intended to convey balance and unity at the heart of identity. To enrich this concept, symbolic octopus imagery was incorporated, its many tentacles illustrating the complexity of diverse values and the danger of losing one's core self under external pressures. Executed using fine pen techniques (0.05mm, 0.1mm, and 0.2mm) on a 30cm x 30cm x 1.5cm wood panel, the work emphasizes intricate detail and respect for traditional craftsmanship.

### Contribution & Significance

DIJAGA offers a reflective approach to exploring identity confusion and cultural sustainability by drawing on traditional-inspired art forms and natural materials. Through its use of ornamental design, the work models the tension between tradition and modernity in a way that encourages viewers, especially young Indonesians, to consider their own sense of self. As a practice-based research output, it provides a visual methodology for understanding how identity is negotiated within a globalized cultural context.

### Exhibition & Audience Engagement

The artwork was first publicly exhibited at Pameran Ragam Rupa, organized by VISUM at Sta's Coffee & Eatery on November 10–12, 2017, where it engaged an audience of university students, artists, and the general public. This diverse audience was intentionally targeted to support the project's aim of encouraging self-reflection among young people navigating cultural change. Beyond its physical exhibition, the artwork is also accessible online, extending its reach to a wider and more varied audience.



Scan to  
view 3D model



# dijaga

As seen at "Pameran Ragam Rupa" organized by VISUM in 2017

[bit.ly/DIJAGA\\_In\\_3D](https://bit.ly/DIJAGA_In_3D)

## DIJAGA: Identity Exploration through Ornamental Design on Wood

*Vania Hefira, S.Ds., M.M.*

“DIJAGA” which means “Preserved” in Indonesian, explores the internal conflicts and struggles faced by young Indonesians during their identity exploration. This artwork began with a burning question: How can Indonesian Gen Z navigate through identity development while learning about local values in the midst of globalization? Inspired by Indonesian ornamental design and symbolic octopus imagery, the artwork visualizes the tension between traditional and globalized values. The mandala pattern symbolizes balance and unity, with its center representing a grounded core identity. The octopus, with its many tentacles, symbolizes a diversity of values and serves as a reminder that individuals may lose their sense of self when overwhelmed by external influences. This piece was created using fine pen techniques on wood and was exhibited at “Pameran Ragam Rupa” organized by VISUM in 2017 in Indonesia.

## Sustainable Development Goal(s) Relevancy

Goal 11: Sustainable Cities and Communities

## References

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**Short Biography**

Vania Hefira is a multidisciplinary designer and a Visual Communication Design Lecturer at Universitas Multimedia Nusantara. Her research focuses on UI/UX analysis, AI in design development, and identity development. She earned her Bachelor's degree in Visual Communication Design and Master's degree in Technology Management from Universitas Multimedia Nusantara with an academic scholarship. She then received a full scholarship from the Apple Developer Academy and later, Tokopedia Academy Women in Tech Bootcamp. Aside from teaching, she has supported local MSME brand designs and facilitated teacher training workshops across Indonesia since 2014. In 2022, she represented Indonesia at McKinsey Women in Tech Southeast Asia. Previously, she worked as a Product Manager, Product Designer, and iOS Developer at multinational tech-based companies. In her artistic practice, she enjoys creating illustrations and printmaking often transforming them into wearable art.

## Title

DIJAGA: Identity Exploration through Ornamental Design on Wood

## Production Process Years

2017

## Publication Year

2017

## Publication Details

**Location** : Pameran Ragam Rupa, held in Sta's Coffee & Eatery, Tangerang

**Date** : November 10-12, 2017

**Publisher** : VISUM (Instagram @visum\_org)

## Publication Media

30cm x 30cm x 1.5cm Wood

## Recognition

Invited artist by VISUM organizer of the exhibition Exhibited together with 60+ artworks Growing social media engagement.

## Grants

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## Additional

The author would like to say thank you to Universitas Multimedia Nusantara for the support. As well as to VISUM for the artist invitation.