DIY as Interior Design Education
"Everybody Can Be Designer"

Nurhayatu Nufut Alimin
Faculty of Art and Design, Sebelas Maret University
Email: nurhayatunufutalimin@gmail.com/nurhayaunufut@staff.uns.ac.id

Abstract

DIY (Do-it-yourself) for home decor is an activity of decorating or repairing the house or making things for home independently rather than paying someone else to do it. DIY gains its popularity nowadays, particularly on the internet. The phenomena of DIY probably will make interior designer lost their job because DIY seems can give a straightforward solution for people by self-study. The present study aimed to reveal what is really going on in the field of interior design today. The researcher would like to analyze the difference between an interior designer job and DIY content sharing. The researcher collected the data from some popular DIY accounts (DIY; all things thrifty; and the house lars built), some practitioner's responses, and interview with the lecturer of the interior design department. The researcher attempted to answer the question using phenomenological approach consisting of four steps namely *epoche*, reduction, variation of imagination, and synthesis of meaning and essence. This phenomenon arises since we begin to enter the fourth industrial revolution where internet handles everything and provides accessibility. One of the positive impacts of this phenomena is that people gain more understanding related to interior design. In other words, this phenomenon makes everybody can be a designer through DIY.

Keywords: *DIY, home decor, interior designer, phenomenology, education*

INTRODUCTION

Do-It-Yourself (DIY) holds many contents, and it is not only about decoration. DIY initially arises as a life hack. DIY is aimed at establishing a new culture of daily life. DIY gains its popularity for its easy-to-learn nature and attractive appearance. Accordingly, many people are interested in creating things on their own attempt. We can find plenty of DIY contents in social media, especially the one related to home decor such as interior designer like an interior designer job. Thus, it is predicted that people do not need a professional designer. People may learn and manage it individually, or organize it by collaborating with their own team. Thus, by DIY, people can get a job and make a living only through the internet. They even do not make reparation or decoration for clients. Instead, they only share some interesting contents to netizen (internet users).

Nowadays, education is in a transition period, a period where traditional education begins to be replaced by internet education or usually known as online learning. Online learning emerges as a new system of education. This allows students and teacher not to meet directly to perform learning activity. This change occurs due to some activities in learning process considered ineffective and irrelevant to today's era. For instance, the main point of a learning process is the students' understanding toward the material the teacher delivers, unfortunately, the fact shows that the students' attendance in classroom does not guarantee that they will understand the material. Whereas, through online learning, the students obtain the same material with the material they get in class without attending the classroom. Furthermore, it possibly reduce their reluctance during discussion or asking questions to the lecturer/teacher by utilizing chatting feature. Accordingly, it is expected that the students will gain better understanding on the material being learned. The most important thing is the effectiveness of the lectures and how well material delivery is. Besides, students also can learn from other universities. DIY phenomenon acts as a trigger and evidence of transformation in education. It shows us that whenever and whatever we want to learn, we could learn it in a simple and a fun way.

Internet emerges as an integral aspect of today's life, and this makes learning activity more fun. Everyone can be everything they want due to easy access. For the field of art and design, this phenomenon brings a significant impact. People always want to share their life to gain appreciation from other people. Since sharing in social media has become a trend, people always try to bring out artistic contents to get many social media "likes".

Research Question
1. What is DIY?
2. What is the competence difference between DIYers and interior designer?
3. Why is DIY popular?
4. Is it possible to apply DIY as a learning method in future education?

METHOD

The present study is categorized as a qualitative study. The researcher collects the data from DIY account social media with plenty of followers. With regard to interior designer education perspective, the researcher gathered the data from the alumnus of interior design program of Sebelas Maret University. Regarding the data analysis, this study employed four stages of phenomenological approaches namely epoche, reduction, variation of imagination, and synthesis.

Phenomenological approach is a qualitative study that originated from philosophy and psychology focusing on human life experience (sociology). Phenomenological approach is similar to hermeneutics approach that employing life experience as a tool to gain a better understanding of the socio-cultural, political, or historical context of an experience. The present study discussed the object of the study by understanding the essential experience of a phenomenon. The researcher will conduct an in-depth examination on the main issues and structure of the object of the study and being neutral toward the subject of the study.

This phenomenological study consisted of four steps:

1. Epoche: this step is related to searching and receiving opinions from various related sources.
2. Reduction: in this step, the gathered opinion is reduced and selected.
3. Variation of Imagination: this refers to the use of various references from diverse perspective and trying to drawing a conclusion.
4. Synthesis, in this step, attempts are made to reveal the core of the problem, a matter in which without it, the phenomenon will not emerge.

RESULTS

1. Epoche, Searching for DIY phenomenon, the content, the method.

The researcher used the data from some popular DIY accounts. The researcher also gathered responses from interior design alumnus and conducted interviews with some lecturers of the department of interior design. In this study, the researcher focused on contents related to decoration in DIY home decor. There are three popular accounts on home decor, the house that lars built, all things thrifty, and DIY.
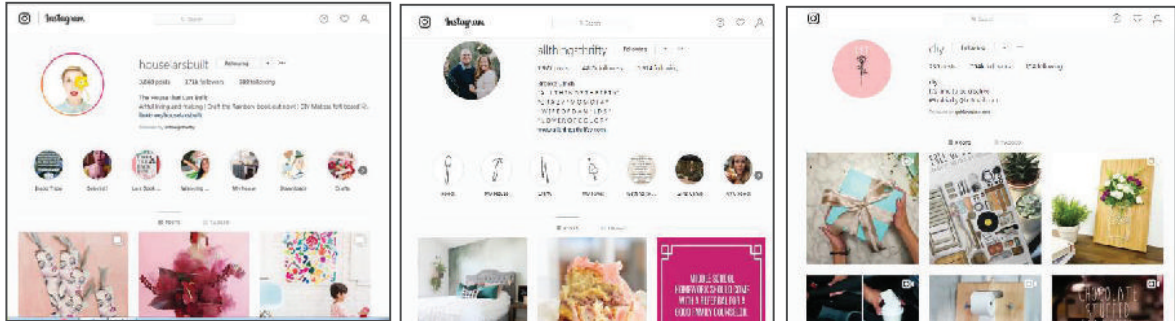
Figure 1. DIY popular accounts in Instagram 2018

a. The house that lars built (http://thehousethatlarsbuilt.com/)

Figure 2. DIY popular website #1

This website provides many contents such as project, design, style, food, party, life, and shop. In its front page, we could see their current project they share along with its story and stunning photograph. They tell a story about what they like, it is similar to writing a diary, but everyone can see it. On the right upper corner of the website, there are social media links. It could be seen that they have Twitter, Facebook, Pinterest, and Instagram account.

In this website, they write using easy-to-understand language; it makes their website visitors enjoy their story. One notable thing in their story is that they always write about the sponsors behind the story. Then, we can see in the design menu, there are several contents in the website such as room decoration, decoration process, furniture detail, and the price of the interior.
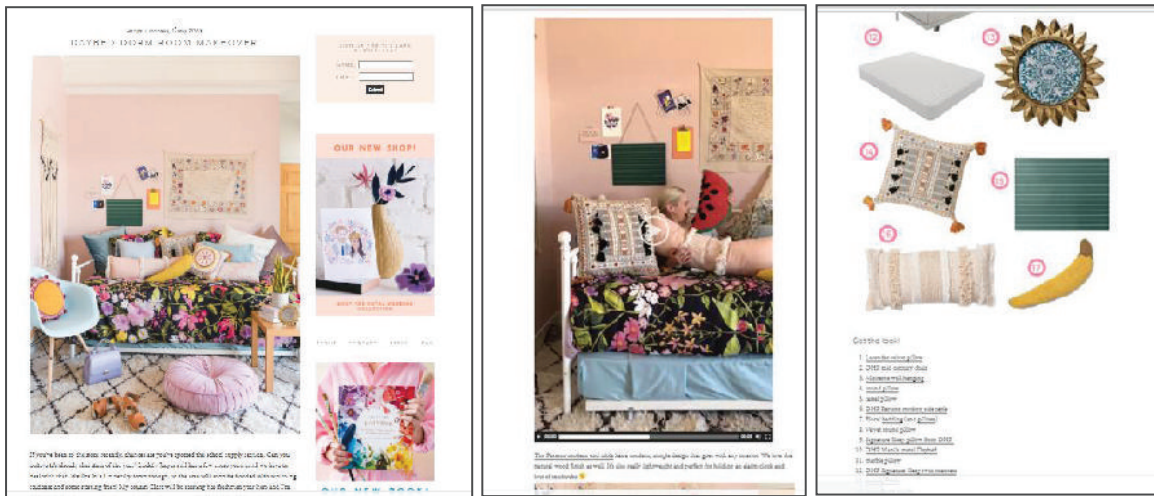
Figure 3. DIY content #1

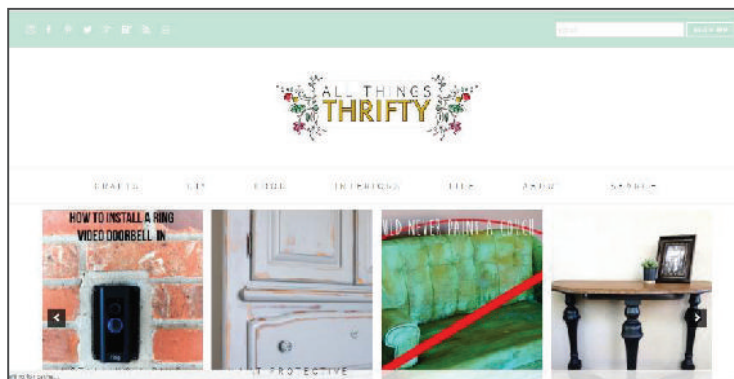b. All Things Thrifty (https://www.allthingsthrifty.com/)
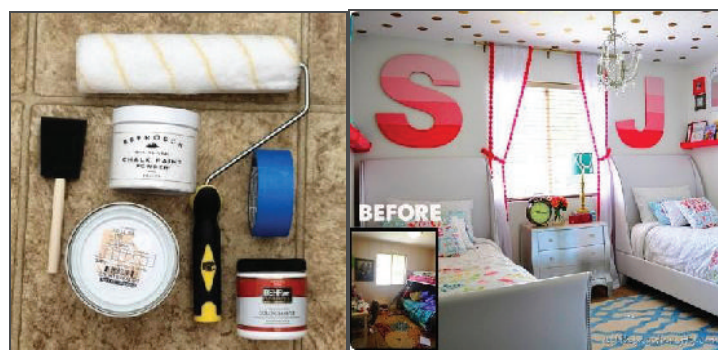
Figure 4. DIY website #2

Figure 3. DIY content #2

This website provides many contents such as craft, DIY, food, interiors, and life. In the front page of the website, we can see their current project, along with its story and epic photograph. On the right upper corner of the website, there

are social media links. It could be seen that they have Twitter, Facebook, Pinterest, and Instagram account.

They make a tutorial about the project along with picture and video; they also share the material they utilized, every project, and detailed story related to the problem and conclusion. They also share the image of "before and after" of the room they decorate. In this website, we can also see people's comments on the project they watch. Thus, netizen's feedback is regarded. We can see excellent communication between netizen and DIYers.

c. DIY

This is another account with many followers, this account provides a basic tutorial on many things, particularly regarding decoration by utilizing recycled items. Thus, the material is easy to find, and people can turn it into something new.
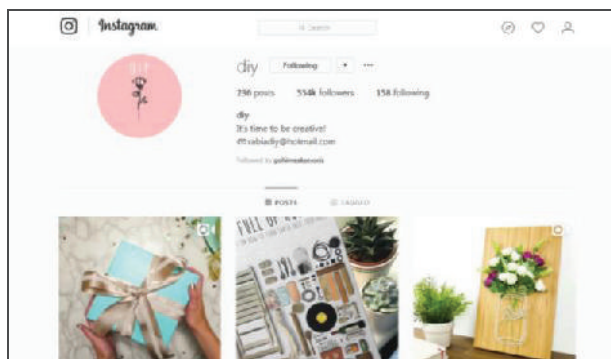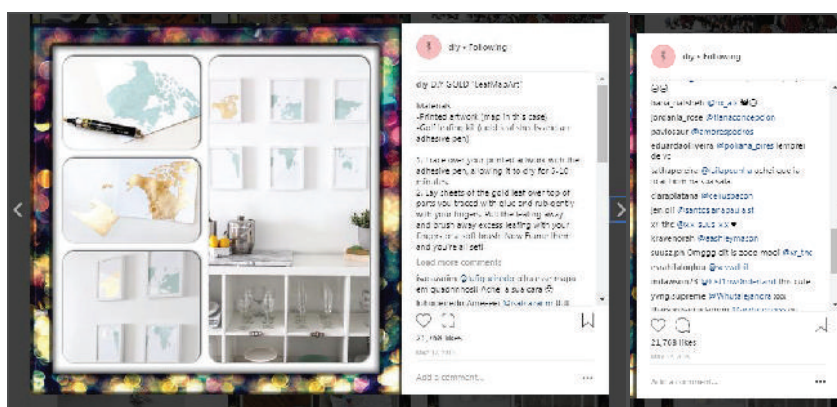

Figure 5. DIY accounts on Instagram

Figure 6. Indonesian DIY content #3

Furthermore, the researcher also found another DIY account namely Indonesian DIY. This account provides a tutorial on creating something. We could also discover other DIY accounts when we type using hashtag about #diyhomedecor; there will be many contents shown. After observing numerous

DIY tutorial, the researcher concludes that DIY consists of simple, quick, and informative steps. Through DIY, people watch amazing visuals, right photo angle, and exciting caption.

2. Reduction: In this step, the gathered opinion is reduced and selected.

The opinions were gathered from interior designer alumnus and lecturer's perspective. There are questions about the job from 125 alumnus of interior design, Sebelas Maret University since 1992 until 2017. There are the things found in the field about interior design job and prospect to the contents to study.
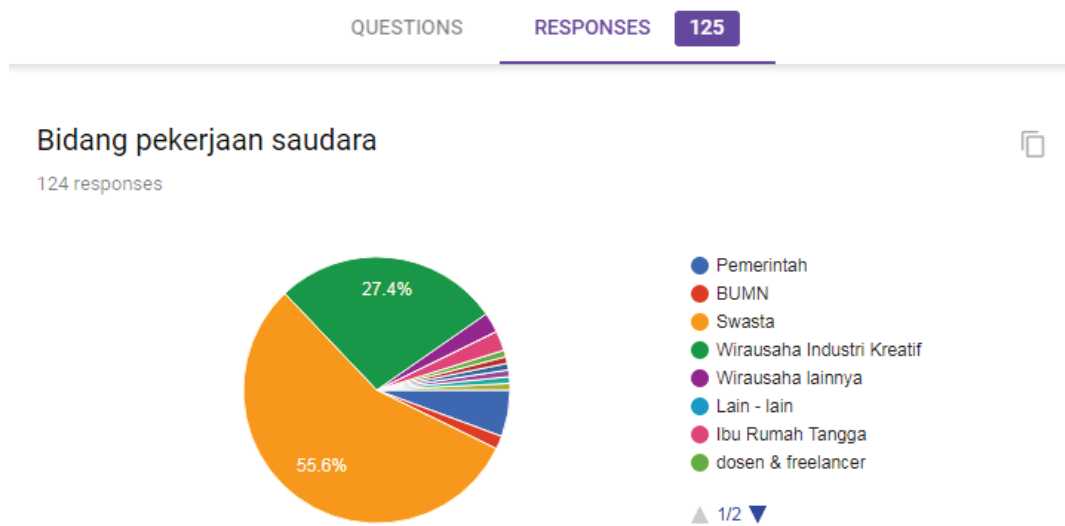
Figure 7. Diagram percentage of alumnus interior design jobs

From the description above, it is quite difficult for interior designer graduates to get a job as they want without getting the test. It is difficult to work in a large company. Thus, it is possible for these graduates to do DIY and begin their own business. Most of them work on private company, creative entrepreneur industry, and others.

The next question t is related to the competencies needed to enter today's workforce.

Figure 8. Percentage of competencies that needed in interior designers from alumnus interior design students

Out of 125 respondents, 95 respondents stated that idea and creativity is the most needed competence in the world of interior design, 79 respondents said that it is computer soft skill, 74 people said it is project management, 87 people said it is knowledge related to materials and processes, 76 people said it is presentation skill.

As an expert in the interior design field, interior design department alumnus share some suggestion related to the competencies needed to be a professional interior designer.

Table 1. Suggested competencies by the alumnus interior design students.

Suggested competence					
Communication	**Computer**	**Budget plan**	**Entrepreneurship**	**Creativity**	**Design nowadays**
Communication interactions primarily related to marketing products on social media.	Sketch up and cad applications, mood board, color scheme, and board material.	The cost of production of a project whether furniture or interior production costs as a whole.	"Entrepreneurship" or "Business Management", presentation, & marketing techniques.	Skill, idea, creativity, feeling technique, communication, confidence, and passion with the profession.	Being more active in following the development of design,

Mulyadi, a lecturer of interior design department of Sebelas Maret University, said that DIY is a linear composition design linear where practical aspects are prioritized. It is related to how to turn a crowded space into a spacious one. Although DIY is currently different from interior designer, in the future, DIY possess an opportunity to get into the field of interior design deeper along with the technology advancement. DIY covers the technical section, not the interior as a whole, but rather a room decorator, which decorates an existing room. Interior design is more than that; it includes good space design: there is room - it can be moved in its entirety, circulation, etc.

Considering the current condition, it seems inevitable that DIY may reach the deepest part of the interior if it holds programs and classes which are premium, synchronous, interactive online, and if it could involve the pedagogical element which provides an opportunity for feedbacks and online learning tool.

In the university, interior design involves the competence of design, technical knowledge, and management. Whereas DIY content is more technical (applied design), its content is not related to the learning aspect or transfer of knowledge. With internet media, there is a transferred aesthetic aspect (an empty wall) - DIY exploration. Thus, it is not enough to achieve all competencies only through DIY. We cannot directly transfer the essence of knowledge only through DIY, for it may lead to a bias of understanding.

People who perform DIY can be categorized into two types of person, (1) person from lower middle financial class, and (2) person who intend to channel his/her artistic hobby.

3. Variation of imagination: Using various references and different perspectives, attract intuition. Why is DIY popular?

When we see the history of DIY, we could see that DIY is an activity to create, organize, and hack something to be simple and valuable for human. DIY begin since at least 1912 primarily in the domain of home improvement and maintenance activities, the phrase "do it yourself" had come into common usage (in standard English) by the 1950s in reference to the emergence of a trend of people undertaking home improvement and various other small craft and construction projects as both a creative-recreational and cost-saving activity. It is now famous as home decor on the internet.

In 1970, DIY started to spread to another field; it is characterized by the launching of DIY home improvement books burgeoned as the first-created collection of magazine articles. Since the 1990s, DIY has exploded on the web through thousands of sites created by an expert author. In 1970 when the home video (VCRs) was found, DIY becomes potential for demonstrating processes through the audio-visual method. In 1999, DIY appeared in cable TV with a

popular program such as house repair. The scope of home improvement DIY continues to grow online where most mainstream media outlets now have great DIY-focused informative websites. The growth of independent online DIY resources is also spiking. Several homeowners blogging their experiences continue to grow, along with DIY websites from smaller organizations.

Yaron Ben Shaul as CEO of Hometalk (the world's largest DIY community), says it their mission to get people to DIY more. And "do it" they are, with people creating hundreds of products every day. Some DIY videos have quite amazing view counts, such as this one that shows how a couple turned inexpensive bookshelves into an impressive wall unit. It is interesting that DIY lacks attention while it continues to expand globally and penetrate new markets and continents. That means there is an excellent opportunity for those interested in entering this market.

Hometalk and the DIY space as a whole are growing fast with no signs of slowing down. People like to build, and DIY facilitates that need while embracing creativity, mutual encouragement and the celebration of successful DIY-ing. We can see the prediction of DIY development in Technavio research. DIY ethic and maker culture. The DIY world is exploding, and according to Technavio is expected to be worth north of $13.9 billion by 2021. People are DIY-ing more than ever before, but industry leaders say we have not even begun to scratch the surface.
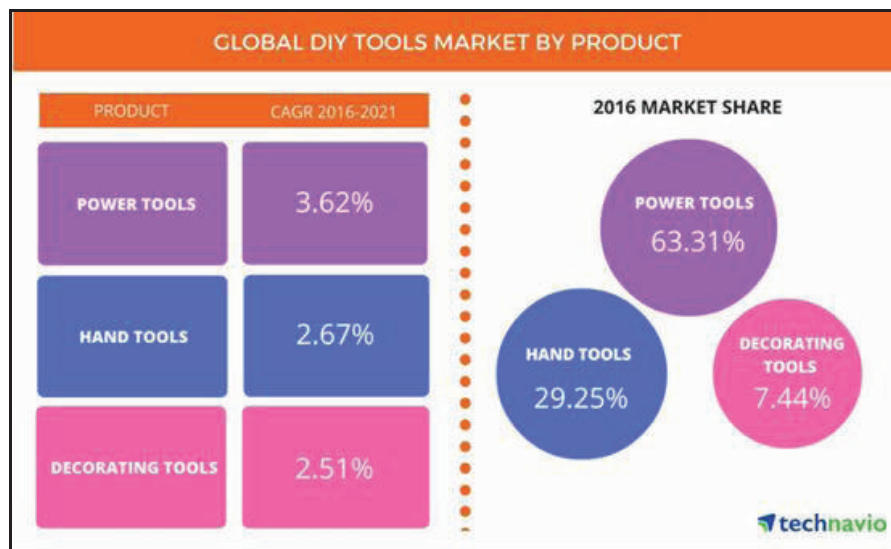

Figure 9. Percentage of DIY Global Market

Global DIY tools market is expected to grow at a CAGR of more than 3% during the forecast period of 2017-2021. A research report titled 'Global DIY Tools Market 2017-2021' provides an in-depth analysis of the market in terms of

revenue and emerging market trends. Technavio predicts that by 2021, DIY will grow more extensive than before; it may become a new job opportunity for people in the future.

Mark Frauenfelder is the editor-in-chief of do-it-yourself magazine "Make" DIY maker comes from all walks of life rich, poor, young, old, male, female, religious, atheist, liberal, conservative. They are as varied as the things; there is no limit to their aspirations. Moreover, while no two DIYers are alike, in general, they are an upbeat and friendly group that shares a special trait: the courage to screw up.

Like Marks says, "From my own DIY experiences and from researching the lives of other DIYers, I've discovered five benefits you gain from having the courage to screw up: (1) A deeper connection to the things that keep us alive and well; (2) An appreciation for the things you have and the systems that make it possible; (3) An opportunity to use your hands and your brain; (4) A connection to other people; (5) A path to freedom. Several DIYers I have met have succeeded in turning their passion for making things from a hobby into a business".

Currently, offline promotion is no longer the mainstay; the internet is a means that will continue to be used for the future. The number of internet users is increasing every year, according to internet live stats in 2014 internet users have reached 42,258,824, and Indonesia is ranked 12th of internet users in the world. Social media is a "cyber" world of communication media that forms a vibrant communication network with limitless space and time.

It is found that modern social media is characterized by transparency; possibility of making a dialog and communication, and influence to the audience; Multi opinion; Multi forms; Strength of online promotion. These features do not automatically lead to business advantages. However, it can be ascertained that organization and individual will gain benefit significantly. The effect of the internet is significant in social networks; someone could be easily influenced when their friends tell their experiences related to a product or a brand. This is also used as a reference for people to choose a product or brand (Sulianta, 2015: 7).

The composition of three advertising charges with three main elements, namely: (p. 20): (1) Entertain (entertain); (2) Inform (informative); (3) Educate (educate). The things in DIY cover these three aspects, making it easier for DIY to continue to grow in the network of internet users.

4. Synthesis, find the core, without which this phenomenon will not occur.

If it is possible to employ DIY as a learning method, what is the impact of DIY on interior design in school/university?

Based on the data above, the difference between Designers and DIYers are:

Table 2. Difference between Designers and DIYers

Designers	DIYers
Drawing skill In 2 D &3D (Include render)	Marketing in social media
Original idea	Storytelling (writing skill)
Problem solving	Use Persuasive/interesting words
Unique/identity	Photography
Philosophy	Video maker (tutorial/organize)
Function/valuable	Editing/graphic drawing skill
For the wealthy and upper class	For everybody (all classes)

Designers become DIYers when they can wisely apply methods of using social media, then DIYers become designers if they can interact with followers or students. If a person is capable of mastering designer's and DIYers ability simultaneously, then he/she can be both designer and DIYer.

Nowadays, people need relax time for their life for it has been significantly increased. Thus, they could have time to think about another thing once the primary needs are obtained. Nowadays, people have more time to think about how to improve their lives.

DIY contents are fun, they can share and write everything, all positive things about their lives, and give happiness to others lives. The principle of YOLO (You Only Live Once) is a recent trend, where the principle is that people only live once, so enjoy life. People tend to have a simple way of thinking and can benefit others. Nowadays, people tend to try to make other people happy.

Everything can be viral, and when something is viral, it affects many people; thus, actually, to be viral makes people more creative. Then, there could be a meme for that trend/viral things. After it gains popularity for a year, it can be the trend of the year. After that, people are easy to feel bored. When they are bored, people tend to create new ideas, and that new ideas become new trends. This pattern always occurs. People now live more on social media than in real life. Social media is more impactful than social in real life to people today; we cannot run away from them, because we are part of this era.

As a human, we realize that we consume what the factory produces. Regarding this, it can be said that DIY is anti-consumerism movement. Our consumption always leaves new trash. Accordingly, we need to recycle the stuff instead of only use and throw it away. Today's phenomena are related to being

active in public, the ability to do something independently, when we are willing to do something, we can do it ourselves.

Based on this phenomenon, perspective on interior design slowly changes to people' needs. Interior design is not only a profit-oriented file but also not-for-profit hobby. It is no longer satisfy the riches' need only. Interior design is expected to reach the people from middle lower class. Thus, the purpose of interior design shifts into an attempt of helping, providing values, and meaning for other people.

The positive impact about social media in DIY home decor is that it can change people perspective about art and life. It should be realized that they need art in their life to turn their life into more positive and healthier. Regardless of the size of their house, people need to study about what they will do to make their house more comfortable and friendly. Interior designer and DIY share the same purpose. They want people to organize, clean and pay attention to their life and environment so that they can optimize their time in their home. Since people spend much time in their house, it can be said that "what is in your room is you". Every room possesses and identity, namely "atmosphere".

Is it possible to apply DIY as learning method in future education?

We are now entering a transition era of education. We cannot force someone to learn a certain thing since everyone now can choose what they want to learn through the internet. They can learn everywhere they want; there will be unlimited access to learning. People will learn what they want to learn; they will not waste their time for learning something they do not like.

Although learning about DIY is more enjoyable, not all field of knowledge can be transferred online. Accordingly, there is still a difference from people who study it directly. When people study directly, it is possible to transfer attitude while learning the main topic, and knowledge can transfer into depth and specific. It cannot be achieved by learning online.

In fact, during lecturing time, students who do not understand the topic usually search for more information on the internet by finding out tutorials related to the topic presented by the lecturer. This condition implies that classroom learning activity has not been optimum since the students still need outside help to understand the lesson. Lecturer acts as a guide for students until they can find it on the internet. Since everything is on the internet, there are too many contents, and if the students do not know the required keywords, they will be confused. In university, facility and guide are provided so that students can master what is relevant with their future profession.

We are now entering the fourth industrial revolution where the internet becomes the primary needs in life. Professor Klaus Schwab, the famous German

economist, wrote in his book 'The Fourth Industrial Revolution', the concept of 4.0 has changed human life and work. Accordingly, we need to change strategy to educating students, what they need for the next future life if they want to stand their existence. Teachers need to be selective about contents they want to give; they can make it more manageable and fun to understand. Otherwise, the internet can do the thing will beat them.

University or school have a purpose of transferring knowledge, its different with DIY which only gives the knowledge and tends not to make people understand. In university or school, teachers are responsible for making students understand and be influenced by the knowledge so that they may utilize the knowledge for their life wisely. However, it is undeniable that sometimes, DIY emerges as an alternative educational method to transfer the knowledge.

Can DIY make everyone a designer?

In a basic level, such as beautifying room and house, making something tidy, or making a plan to change a house, the answer to the question above is yes. However, in professional level such as making a full plan of designing comfortable room, creating a particular atmosphere, calculating the cost, selecting a proper material, the answer to the question above is no. Nevertheless, if people start to involve in some interactive online learning activities such as participating in online Q&A, participating in more profound guidance, it is possible for them to be a professional.

DIY is the part of interior design, unlike interior design which possesses specific scope, detailed work, and professional, DIY can be considered as the surface of interior design. However someone can be a professional through continuous practice. Although interior design holds a depth of knowledge, it may be less free to do the work since it should be following the clients.

DIY gain more freedom in doing works since it is used as an educational tool for basic knowledge of interior design. DIY has managed to make interior design better known by all circles —both upper and lower classes, who previously did not know about interior design work. Interior design work does not sound strange anymore to people from all walks of life. DIY-related contents should be studied in the study of interior design. For instance, advertisement, social media promotion, are proven to be needed in the interior design.

DIY is a new learning tool, all of which are from the internet age. So that people's patterns also change. Nowadays, people prefer to spend their time on the internet rather than in the real world. They need anything that can make them happy. There is visual which can impact the eyes, without realizing that people always need the excellent visualization, and are consumed continuously, so that

DIY becomes one of the useful releases of time that makes people very productive wherever they are.

DIY acts as a trigger for people to be a success; there is no limit to be able to achieve dreams. Everyone can do anything and can by anyone. Doubtlessly, in the future, there can be more learning that utilizes DIY methods. Everyone can know anything through DIY, can do anything by learning together, by searching for keywords then they will find the figure/product they link with that.

The reality is that the interior design is made for rich people who do not have time to make it by themselves, but most people who live in this world are not rich. Then, no one will beautify their house but they. Sharing is very beneficial. It is a great thing when people can take positive values. From that perspective, it can be seen that the presence of internet users influences people' lives.

CONCLUSION

This phenomenon arises since we begin to enter the fourth industrial revolution where internet handles everything. Therefore, interior designers have much homework to do in order to compete with phenomenon. They need to possess creativity, good communication skill, and expertise in internet contents. They need to learn photography, social media marketing strategy, and create more valuable things for people. One of the positive impacts of this phenomena is that people from lower or middle class can gain more understanding related to interior design and thus, pay more attention to their home. In other words, this phenomenon makes everybody can be a designer through DIY. As Adrian Cheok said. "No media replace other media. DIY does not make designers losing their job. Instead, it encourages creativity.

REFERENCES

Berger, Jonah. 2013. *Contagious*. Jakarta: Gramedia Pustaka Utama.
Kuswarno, Engkus. 2009. *Fenomenology*. Bandung: Widya Padjajaran.
Sulianta, Feri. 2015. *Rahasia Berbisnis ala Sosial Media*. Andi Offset.
Suyanto, M. 2004. *Aplikasi Desain grafis untuk periklanan*. Andi Offeet.
E- Journal and internet source, Accessed on July 2018: Comm, Joel. 2017. Why the Huge Do-It-Yourself Market Is Just Getting Started
https://www.inc.com/joel-comm/why-the-huge-do-it-yourself-market-is-just-getting-started.html
Daniel, Anna. 2016. The History of DIY – from Punk to Everyday Culture.
https://isaconf.confex.com/isaconf/forum2016/webprogram/Paper81922.html
Mark Frauenfelder. 2011. The Courage to Screw Up: Why DIY Is Good for You.
https://www.huffpost.com/entry/home-diy-the-courage-to-s_b_589371
Tecnavio.com. 2016. Global DIY Tools Market is Forecast to Grow to USD 13.9 Billion by 2021: Technavio.

https://www.businesswire.com/news/home/20170105006255/en/Global-DIY-
        Tools-Market-Forecast-Grow-USD
Wikipedia. Do it yourself. https://en.wikipedia.org/wiki/Do_it_yourself
DIY website and instagram acounts:
http://thehousethatlarsbuilt.com/ @houselarsbuilt
https://www.allthingsthrifty.com/ @allthingsthrifty
@diyIdeas @diy.id