

FINAL PROJECT
PSHT PENCAK SILAT BOXSET DESIGN
SURABAYA CITY

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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I hereby make this statement in good faith, without coercion from anyone, and for use as intended.

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ABSTRACT

This design was motivated by the lack of understanding among young PSHT members of the noble values taught by the organization, which has contributed to the emergence of negative stigma in society toward this pencak silat organization. Many PSHT teenagers only focus on the martial arts aspect, without understanding the spiritual, moral, and philosophical meanings that have always been the main foundation of the organization. This condition has prompted the need for educational media that can remind them of these teachings in a way that is more relevant to the interests of the younger generation.

Considering the development of visual culture and the trend of merchandise consumption among PSHT teenagers, a modern-style boxset was chosen as a more relevant medium for conveying the message. The boxset was designed not merely as a collection of merchandise, but as an educational package containing illustrations and visuals with philosophical meanings such as brotherhood, noble character, and *memayu hayuning bawono* (harmony in the universe). It is hoped that this visual approach will be more easily accepted by young PSHT members.

The design process used the design thinking method, starting from the empathy stage through observation of the training venue, interviews with PSHT elders and merchandise designers, to the distribution of questionnaires. The data collected then became the basis for formulating problems, exploring visual ideas, and creating design concepts that suited the character of PSHT teenagers.

The final design outcome is an exclusive boxset containing a t-shirt, visual book, stickers, keychains, and other merchandise that embody the noble teachings of PSHT. It is hoped that this boxset will not only serve as a collection item but also act as a visual educational bridge to improve public perception of PSHT through changes in its members' behavior. Thus, this design is expected to have a positive impact both internally within the organization and on the broader community.

Keywords: Boxset, PSHT, Noble teachings

FOREWORD

The author offers heartfelt thanks and praise to God Almighty; by His grace and mercy, the author has successfully completed this final project titled **“PSHT PENCAK SILAT BOXSET DESIGN SURABAYA CITY”**. This design was created as one of the requirements for completing the Visual Communication Design program at the University of National Development “Veteran” East Java, leading to a Bachelor of Design degree. Throughout the design process, the author received guidance, direction, and support from various parties, both directly and indirectly. Therefore, the author would like to express gratitude to:

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The author acknowledges that this report and design project are far from perfect and still have shortcomings. Therefore, the author is open to constructive criticism and suggestions to help improve both the work and the author in the future. The author hopes that this final project will be beneficial, broaden understanding of visual design, and serve as a reference for students and readers interested in the field of pencak silat boxset design.

Surabaya, May 12, 2026

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