

Translation of Cultural Codes Based on Individual Experience in Making an Interior Design: A Phenomenological Semiotic Approach

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ABSTRACT

In making an interior design which put identity as its goal, to put forward the ethnical identity for example, designer and owner frequently follow the tradition codes to communicate certain symbolic meaning, to be able to speak in certain culture community or environment. But in reality, the subjective translation toward pattern or design codes always happens, because the quality of understanding to the objective codes is influenced by the reader's ground. Even in adoption strategy of identity representation, which is frequently interpreted as uncritical imitation, translation remains. The patterns, design standards, codes and convention are always in dialogue with the personal reference and specific needs. This approach comprehends an interior design as language but not like the standardized one used in scientific text which full of grammatical rules, but is more likely to the model of daily conversation language which considers the individual accentuation of communicators. Exploration to parole giving idea that linguistics can become a starting point to involve in phenomenological experience. The design codes are immanent, but not merely function as media for submitting symbolic meaning. The design code itself communicates through its internal meaning, perceived and comprehended individually with personal reason and choice, yields translation as identity representation. Thereby, identity has never become intention of interior design, but role more as a media to fulfill a requirement of self actualization.

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