

## Kajian Desain Toyota Kijang dan Penguatan Citra pada Masyarakat Solo

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### Abstrak

Indonesia's modern consumer societies develop in conjunction with the history of global economy and the transformation of consumer capitalism. This happens in many communities in cities of Indonesia, including Solo. With a population of 500 thousand at night and 1.5 million during the day, it is a potential market for global products. Therefore, it is obvious if the Solo people's tastes are no different than other communities, because of the consumer behaviour and global economy that are intertwined. The value of the meaning of products have also shifted, such as with cars. Cars that usually function as a vehicle no different than a wagon, have changed into a symbol of social class for the modern society, even for the people of Solo. The functions and facilities of the various brands and types of cars, and elements that are related to automotive technology, are not too different. What makes the difference between these cars lies on the design of the form and image. This form design is able to create an image for certain social class for its user and its product brand. The most interesting phenomenon from automotive products in Indonesia is what happened with Toyota Kijang. Since its launch in 1977, Toyota Kijang, which is on its fifth generation this year, has succeeded in becoming the number one choice for cars for Indonesians.