

Analysis of Design Changes Honda Civic Gen 1 with Gen 10

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Abstract This study aims to analyze what factors influence the design changes of the Honda Civic generation 1 to generation 10. The Honda Civic car is a sedan car that adheres to a front wheel drive system that was launched in 1972. Over time the design of the Honda Civic has undergone many changes, until now the Honda Civic has entered the tenth generation which was launched in 2016. To analyze the factors of design change using qualitative research methods, it can be concluded that an aspect of design which includes function (performance) and aesthetic form (form) are interrelated with each other, changes in one aspect affect other aspects. In the case of the change in the design of the Honda Civic, there are three important factors, namely the human factor (need, will and capability), the technological factor, and also the economic factor.

Keywords: Changes, Factors, Honda Civic

1. Introduction

In this modern era, the automotive industry is an industry that cannot be separated from the rapid flow of change. One of the reasons for these changes and developments in the background is the rapidly increasing globalization, which requires mankind always to innovate and be creative with their knowledge [1]. Changes in the automotive industry are not only influenced by humans, but are also influenced by technology, culture (lifestyle) and function. In the world's automotive industry (see figure.1.1) , this technological change has become a current industry that is able to change people's lifestyles, especially the global community which is very closely related to daily needs, a mobility in carrying out daily activities. The rapid development of the automotive industry in Indonesia makes the competition tougher [2]. Due to technological developments and advances, the business world is always able to compete in terms of improving the quality of products and services. The result of consumers choosing in choosing the product to be purchased. One of them is the development of the Honda Civic, the history of the Honda Civic begins with the introduction of a 2-door coupe in July

1972 and then followed by a 3-door hatchback version in September 1972 (see figure.1.2) The Honda Civic car is a sedan car that adheres to a front wheel drive system, where the engine is placed transversely. It aims to find a car that is relatively small but provides a large enough interior space. Sporty, futuristic, modern, comfortable, agile, economical, spacious interior and others, That's what is described from a Honda car called the Civic. Honda is a company that is very innovative in developing products, especially Honda is a company that really cares about the environment. Since entering Indonesia for the first time in 1973, Honda has launched various types of motorized vehicles for the Indonesian people, the cars produced by Honda consist of various types of cars that are tailored to the needs and desires of the Indonesian people. Over time the design of the Honda Civic has undergone many changes, until now the Honda Civic has entered the tenth generation which was launched in 2016 with the body code FC and FK (see figure. 1.3), this model being the most recent model. So that this is one of the reasons the author makes a research with the object of the Honda Civic from the aesthetic point of view of the design of the car. This study focuses on the phenomenon of design changes in the Honda Civic which is divided into several generations and is compared based on aspects related to the capacity of the car as a means of transportation for the people of Indonesia.



Figure 1. Honda Prospect Motor Factory

Source: www.carmudi.co.id



Figure 2. First Generation Honda Civic Car

Source: www.carmudi.co.id



Figure 3. Tenth Generation Honda Civic Car

Source: www.carmudi.co.id

2. Method

This study used descriptive qualitative method and literature review to collect the data. The addition data sources in this study are secondary data obtained indirectly from the source but using written sources such as book sources, journals, and documents from related parties. Research and data collection were carried out at Honda Prospect Motor dealers

3. Results and Discussion

A. Overview of Car Developments in the World

Development The car was started around 1769 by a French scientist, Nicolas J. Cugnot, who created a 3-wheeled vehicle with a fairly large body and was driven by a steam engine. The results of this creation cannot be said to be perfect because it is still very simple, so that it had several accidents. From the first vehicle made by Cugnot, other engineers were interested and followed in his footsteps. Entering the middle of the 19th century, the development of the car began to grow rapidly, at that time scientists began to design the concept of vehicles with other fuel engines. In 1860 a French engineer, Joseph E. Lenoir succeeded in making an engine with a fuel mixture of coal and gas and atmospheric air. In its development, the shape of the car no longer only considers the problem of protecting the passenger or driver, but also its appearance. Thus, the variants of the shape of the car are getting more and more diverse. This is increasingly possible with new discoveries in the field of engineering, as well as materials. The engine used initially only relied on steam power, then developed using fuel derived from petroleum (premium, diesel, and so on). This technological change resulted in changes in the physical dimensions of the car engine, which in turn changed its shape [3].

B. Aesthetics

Aesthetics comes from the Greek word aesthesis or observation of the branch of philosophy that talks about beauty. The object of aesthetics is the experience of beauty [4]. In aesthetics what is sought is the essence of beauty, forms of experience of beauty (such as physical beauty and spiritual beauty, natural beauty and artistic beauty), investigated by human emotions as a reaction to the beautiful, sublime, tragic, good, moving, and so on. In aesthetics, it is divided into

descriptive aesthetics and normative aesthetics. Descriptive aesthetics describes the symptoms of the experience of beauty, while normative aesthetics looks for the basis of that experience. For example, it is asked whether beauty is ultimately something objective (located in the painting) or subjective (located in the human eye itself). The Honda Civic car has a very beautiful aesthetic element both descriptively and normatively, for some automotive enthusiasts people think that the Honda Civic design is an extraordinary work of art (see in table 1).

C. Honda Civic Design Dimension Analysis

Sporty and futuristic That is what is described from a Honda Civic car. The sedan from Japan has succeeded in stealing the hearts of users around the world. The first time, the Honda Civic was introduced to the public in 1972 with a 2-door coupe design (see in table 1). With continuous improvements from time to time, you could say the Honda Civic is one of the best-selling cars in the world. The Honda Civic has sold 18.5 million units worldwide. This is undeniable because of several factors that keep the Honda Civic in demand by its users. This factor can be seen from everything that Honda has provided, a car that has been around the world for 40 years. The first generation of the Honda Civic was launched in 1972 with a rounded design and began to be marketed in 1973, to be precise, one year after its introduction. This car uses a 1.2L engine and then in 1975 this engine was refined with a CVCC (Compound Vortex Controlled Combustion) engine with a capacity of 1.5L 53 hp. This engine has a more efficient combustion that does not require a catalytic converter and lead-free fuel to meet its emission requirements. While Generation ten first launched in 2016 (see in table 1) . With body codes FC and FK, this model is the newest model. The engine uses a 1500 cc, 4 cylinder turbo. In this generation ,Honda celebrates 43 years of the Civic's presence in the international automotive world. When viewed from the appearance, this model has a design that is quite fierce and very sporty. No wonder many people like this latest Civic design. In terms of size, this model gets a longer size and more spacious cabin space dimensions.

Table 1. Dimension Design

NO.	OBJECT	DIMENSION DESIGN
1.		<p>HONDA CIVIC GEN 1</p> <p>Length (3551 mm)</p> <p>Width (1506 mm)</p> <p>Height (1346 mm)</p> <p>Wheelbase (2197 mm)</p> <p>Ground Clearance (175 mm)</p>
2.		<p>HONDA CIVIC GEN 10</p> <p>Length (4648 mm)</p> <p>Width (2076 mm)</p> <p>Height (1416 mm)</p> <p>Wheelbase (2700 mm)</p> <p>Ground Clearance (170 mm)</p> <p>Aerodynamics (0.45 cd)</p>

Table 1 explains that the Honda civic has undergone many changes in dimensions, which include changes in the length of the car's dimensions and also the design of the car which was

originally rounded has now become more sporty and aerodynamic [4]. The phenomenon of this change makes people like the Honda Civic more and more. Honda is a company that is very innovative in developing its products, through their slogan "The Power of Dreams", Honda tries to realize the wants and needs of their customers[5]. Honda civic provides excellent improvements in each generation. Honda civic is also able to compete with other class cars, Honda Civic provides something different from its rivals. Honda Civic presents a very perfect driving impression, which is able to tell about moods and emotional changes with the comfort and ease of operating the existing features[6]. And the durability of the engine is very good as evidenced by the circulation of the early generations of the Honda Civic at this time [8]. However, the comfort and beauty of the Honda Civic must be paid above the average price of rival cars in its class [9]. The futuristic and timeless design of the honda civic always gives a good value to everyone who sees it [10].

4. Conclusion

Based on the results of the study, it can be said that those that affect Honda civic developments include:

1. Technology, because the automotive industry both in Indonesia is always changing and developing to continue to provide convenience, comfort, security, and sophistication in the production of a vehicle.
2. Humans, because humans are creatures that cannot be separated from all forms of change that greatly support life, both needs (needs) and desires (will). Even in the automotive context, humans have tastes in choosing the vehicle they want to own, with the addition of purchasing power (ability) and culture (lifestyle) these tastes will continue to change and develop over time.

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