



## **Sporty Design on the Body of the Honda Civic Gen 10**

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### **ABSTRACT**

The Honda Civic car is a sedan that adheres to a front-wheel drive system which was launched in 1972. Over time, Honda's design The Civic has undergone many changes, until now the Honda Civic has entered its tenth generation which was launched in 2016. The 10th gen Honda Civic car has a sporty this is based on a futuristic body shape. This research was conducted to review the design form of the Honda Civic gen 10 by identifying the elements visual that represents Sporty design. This study uses a qualitative method descriptive, the purpose of this descriptive research is to make a systematic, factual and accurate description, picture, or analysis of the facts, characteristics and relationships between the phenomena studied.

Keywords: Design Product; Honda Civic; Sedan; Sporty; .

### **INTRODUCTION**

According to Mizan Allan De Neve quoted by Fauzi, AN (2017) explains that the vehicle body shape is one of various aspects, one of which is the aesthetic aspect. The aesthetic aspect in the design of the vehicle body emphasizes the elements of beauty, safety and comfort. Aesthetics or beauty is one of the factors that determines whether an object is good or not. Not only the ability of the engine or the capacity of the vehicle's capacity, but elements of beauty also need to be displayed on the vehicle body. Aesthetic aspects of the vehicle body include shape harmony, color selection, shape and other considerations. The body shape is engineered in such a way without losing the aesthetic aspect to produce different characteristics. This can be seen from the increasing diversity of car brands and types in Indonesia. As a result, consumers are increasingly selective in choosing the product to be purchased. The large number of products that have similar shapes, uses and other features makes it difficult for consumers to differentiate products (Maxton GP, Wormald. J, 2004).

Car companies continue to innovate products to attract the attention of consumers and of course so that consumers are willing to the product. produced (Horst Oehlke, 1990). Various brands



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circulated throughout the world until the end of the 1960s, the brands that dominated the sedan market in Indonesia were sedans made in America, and also in Europe. But with the entry of Japanese-made sedans in the early 1970s, the dominance of sedan marketing in Indonesia began to shift to Japanese brands. One of the innovations in the design of the Honda Civic, the Honda Civic is a car produced by Honda Motor Co. The history of the Honda Civic began with the introduction *coupe* in July 1972 and was followed by the 3-door hatchback version in September 1972. The Honda Civic is a sedan that adheres to a front-wheel drive system, where the engine is placed transversely (Schweizer Autokaufverhalten , BZ, 2006). This aims to disguise a car that is relatively small but provides ample interior space. Sporty, futuristic, modern, comfortable, agile, economical, spacious interior and others, that's what is described from a Honda car named Civic. The sedan that originated in Japan has succeeded in stealing the hearts of its users around the world (Dunlop, John, 1962). By continuing to make improvements from time to time, you could say the Honda Civic is one of the best-selling cars in the world. This cannot be denied because of several factors that keep the Honda Civic in constant demand for a number of users and fans (JV Baalen, 2006).



Figure 1. Honda Civic Gen 10 Car

Source: <https://www.thedrive.com/content/2020/07/01-2021-Honda-Civic>

## METHOD

Research on the form of the body design of the Honda Civic gen 10 examines from the point of view of design science, and will describe the design studies contained in the Honda Civic gen 10. Therefore, this research will use descriptive qualitative methods. The characteristics of the descriptive method are that the data collected is first compiled, explained then analyzed, and focuses on solving current problems rather than actual problems, focusing on problems that existed at the time of the research carried out or actual problems, describing facts about the problems investigated as they are, accompanied by a balanced rational interpretation, not only providing an overview of phenomena, but also explaining



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relationships, testing hypotheses, making predictions, and getting messages and implications of a problem (Sukmadinata, 2006).

## RESULTS AND DISCUSSION

### Overview of the Development of Automobiles

Cars are short for automobiles which come from the Greek 'autos' which means (self) and the Latin 'movére' which means (to move). The development of the car began around 1769 by a French scientist, Nicolas J. Cugnot, who created a 3-wheeled vehicle with a body that was large enough and driven by a steam engine. The results of this creation cannot be said to be perfect because it is still very simple (Fauzi A. N, 2017)



Figure 2. Nicholas J. Cugnot's First Car  
Source: <http://www.asal-usul.com/dunia.html>

Cugnot's first vehicle made other engineers interested and followed in his footsteps. Entering the mid-19th century the development of the car began to grow rapidly, at that time scientists began to design vehicle concepts with other fuel engines. In 1860 a French engineer, Joseph E. Lenoir succeeded in making a machine 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 passengers or the driver, but also its appearance. Thus, the variants of the shape of the car more and more diverse. This is made possible by new discoveries in the field of engineering



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and materials. The engine that was used from the beginning only relied on steam power, then developed to use fuel derived from petroleum (premium, diesel, and so on). This technological change resulted in a change in the physical dimensions of the car engine, which in turn changed its shape. The discovery of new technology in engines and the development needs have led to changes in the shape and appearance of cars. A car no longer serves as a means of moving from one place to another quickly, but is also comfortable and can 'display' the owner's identity. The choice of the shape of the car is also increasingly wide open, and this is supported by the increasing number and progress of the car industry in several countries such as America, Europe and Japan as indicated by data on the number of car production made by each country and the number continues to increase (Fauzi A.N, 2017).

With the expansion of the market share in private cars of the commercial car type, the alternative choices for these cars have also developed, with more and more variants and generally referring to products that many of these groups have (famous brands, exotic looks).

## The Car Of Sedan

Word sedan comes from Latin and Italian with the sedes or sedere which means 'to sit'. Sedan is one of the types of cars with three boxes (engine room, passenger cabin, and trunk), equipped with four doors, and has two rows of seating. Currently the sedan is also developing according to market demands. There are many options, start from affordable compact sedans, medium sedans to super luxurious, and exclusive (see figure 3).

The sedan body shape has the advantage of a wider trunk because the body dimensions are longer than the *hatchback*. Generally sedans only have a carrying capacity of 5 passengers (Daryanto, 2009).



Figure 3. Examples of Sedan Cars

Source: <https://img.cintamobil.com/2019/04/11/>



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In Indonesia, sedans are widely used by officials or executive employees because they offer more comfort than other car models. For now, many sedans are interpreted as a motorized vehicle consisting of 3 parts, where 2 parts are for passengers and 1 part is for separate luggage. Then over time, this model also gets a touch with a more sloping roof model known as a coupe, up to a 2 or 4 door style (Daryanto, 2009).

## Sporty Style Sedans

Here are examples of *sporty*:

### 1. Toyota 86

Toyota 86 was launched by Toyota At the Gaikindo Indonesia International Auto Show (GIIAS) 2017, the Toyota 86 offers a luxurious and vibrant design with 4 seats, 4240 mm long and 1775 mm wide with a 2570 mm wheelbase. Regarding the transmission, manual and automatic systems are available. In terms of performance, the maximum power that the Toyota 86 can produce is 197 hp.



Figure 4. Toyota 86

Source: <https://img.cintamobil.com/2019/04/11/>



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## 2. Subaru BRZ

Subaru BRZ was launched in 2022 by PT Plaza Auto Mega as an agent officially the holder of the Subaru brand in Indonesia. Subaru BRZ has dimensions of 4240 mm in length, 1775 mm in width and 1425 mm in height with a wheelbase 2570 mm. This car that looks compact and aerodynamic has several sporty, which can be seen from the headlights and corner lights of the car body which adopt the characteristics of Porsche car lights with little modification. The design body grille of the car extends to the fenders which further strengthens the impression sports car.



Figure 5. Subaru BRZ

Source: <https://otoklix.com/blog/subaru-brz/>

## 3. Honda Civic (gen 10)

The last or most recent generation in the Civic family was first launched in 2016 .With FC and FK body codes, this model is the newest model. The engine uses 1,500 cc, 4 cylinder turbo. Also in this generation, Honda celebrates 43 years of the presence of the Civic in the international automotive world. When viewed from the appearance, this model has a design that is quite sharp and very sporty. No wonder many people like this new Civic design. From the size, this model gets a longer size. *The wheelbase* extends 1.2 inches and the body widens by nearly 2 inches. The cabin space is quite spacious, comfortable to use. For the price itself, this model is offered in the range of Rp. 500-600 million. Meanwhile, the Type-R version sells for around IDR 1 billion.



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## Analysis of the Sporty Concept on the Honda Civic

The meaning sportiness is striking so it can be summed up in depth, namely the "striking impression" that is manifested of a futuristic concept. The sporty design of the 10th gen Honda Civic describes a striking image of a product. Through their slogan "The Power of Dreams", Honda tries to realize the wishes and needs of their customers. It is undeniable that the design of the 10th gen Honda Civic has a very striking impression, especially in the shape of the body which is also supported by several components such as the head lamp, spoilers, wings, etc.



Figure 6. Honda Civic Gen 10

Source: <https://www.thedrive.com/content/2020/07/01-2021-Honda-Civic>

These component parts can be grouped into a collection of simpler parts, as a reference in designing a car, the side view of the anatomy of the designed car will be very important because the side view of a car will be very determine the accuracy of the design that is tailored to the needs and limitations applied in designing the car. The side view of a car can also provide a reference for the package that will be used in designing the car. The car package itself is a provision for the needs of the car engineering system (engineering package) as well as the needs of the passengers and the driver of the car (passenger package).



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No	Visual	Type	Description
		Sporty	The aerodynamic body shape reduces aerodynamic resistance so that it can optimize engine power to become the driving force for vehicle traction, save fuel and maintain vehicle stability. This reinforces <i>sporty</i> in terms of speed ( <i>speedy</i> )
		Sporty Mirror Design	Car mirrors are one of the vehicle components that are very important to exist. The mirror can be used to look to the rear, right or left while driving, especially when changing lanes, turning or crossing to the other side of the road. presence of a spy This can provide comfort and safety while driving. The shape of the rearview mirror for the Honda Civic Gen 10 has a flat, sharp character and avoids shapes that are too rounded. This design presents a <i>sporty</i> , firm and bold impression.
		Sporty Spoiler Design	Spoiler is part of the car's aerodynamic components to reduce drag and can affect the aerodynamics of the car. The <i>wing/spoiler</i> on the Honda Civic Gen 10 greatly influences the <i>sporty appearance</i> , its sharp shape will spoil the eyes of everyone who sees it. Spoiler The Honda Civic gen 10 measures 1,290 mm in length, 220 mm in width and 430 mm in height, and weighs 5.8 kg
		Fog Lamp the Sporty	The main function of the <i>fog lamp</i> is as a secondary lighting lamp increase visibility and maximize safety drive. Its emission tends to be stronger and wider help motorists see with a wider field of view even though the view is blocked by fog. The form of the <i>Fog Lamp</i> on the Honda Civic gen 10 shows aggressive and strong impression



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## Results

Basically an object always emits related to aspects of performance, aspects of symbolic meaning, and also aspects of aesthetic meaning. From the analysis above, it shows that the design of the Honda Civic gen 10 is included in the performance aspects including (comfortable), (speedy/fast). And also aspects of aesthetic meaning (dynamic/*sporty*), (futuristic) are then supported by symbolic aspects (simple), (energetic).

Car anatomy on the front and rear view is usually used to determine the required cabin width and determine the distance between the outside of the car body and car interior, this is done to provide space for the car's electrical components, as well as other crucial components. The design is meant to present a visual meaning that has artistic value (Maulina. R, 2019).

## CONCLUSION

In the design of the Honda Civic gen 10 there is a visual concept that is full of meaning, one of which is the shape of the body design, rear headlights, spoilers, and also the wheels which make it look sporty and look more mature as presented elements (presented).

The design form of a product is not only based on functional considerations, but the determination of the form is a form of a visual communication process contains a variety of information, in the form of technical communication which is usually "tangible" (real), as well as non-technical information that is meaningful. The complex relationship between design and emotion that affects the user's perception of the Honda Civic Gen 10 vehicle is due to emotional factors that drive the impact of the sporty of the Honda Civic gen 10 vehicle.

In a product, various information instruments can be found in the form of shape, color, texture, proportion, composition. and others, each of which works to reconstruct a certain image or imaging. The image is formed can be realized based on certain thematics, for example images of shapes that contain elements of information "function of use" or operations, images of information on "events/processes" that occur in a system that is used in products or information about how the product is made. . An image or a form of character is deliberately presented by a designer in a product, apart from being aimed at obtaining an innovation, it is also intended to inspire potential customers to choose products according to their interests. A car no longer functions as a means of moving from one place to another quickly, but is also comfortable and can 'display' the owner's identity (Donald A. Norman, 2004).



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