[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf) Creative Process and Prosthetic Memory: Case Study of 'Wiji Thukul Planting Words' Action Poster

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| ABSTRACT |  |  |
| This article examines designer Alit Ambara's creative process in designing the 'Wiji Thukul Planting Words' poster. This study focuses on basic beliefs, visual forms, and applied design strategies, with the aim of understanding how philosophical paradigms and artistic techniques influence the design process. The research method uses a basic approach with inductive reasoning based on data from direct observation and in-depth interviews. The analysis shows that Ambara succeeded in combining philosophical views with design techniques, producing work that is aesthetic and contains a deep ideological message. These findings provide insight into the relationship between creativity, technique, and design goals in a visual context.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received  Revised  Accepted  Keywords  Creative Process Prosthetic Memory Action Poster  Design |