

DESIGN OF FASHION PRODUCT WITH DAYAK BASAP VISUAL LOCALITY FOR EAST KALIMANTAN SOCIETY

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Abstract

Sustainable lifestyle has been unwittingly common practices in rural areas as seen in the villages of Bengalon District, East Kutai Regency, East Kalimantan Province. The villages are mostly inhabited by Dayak Basap Tribe. The living area of Dayak Basap is dominated by the tropical rain forest and karst hills. Dayak Basap living system relies on their environment. The environment and their way of life affect the cultural values contained in this tribe. One of which is their visual characters values realized through ornamentations. Some of them are known as Akar Mompong, Beringin Duduk, Rungga-Rungga, Wakaroros and Pucuk Rebung.

Sustainable living theme which has become their rural lifestyle is the main background for this research. This fact needs to be presented into urban society whose often difficult to implement a sustainable lifestyle, such as in our fashion. This research focused on designing a fashion product which utilizes the concept of natural determination. Therefore the product would be a coherency between the Dayak Basap local ingenuity with modern urban needs. Thus, it would be an alternative fashion filled with local character and concurrently put forth sustainable lifestyle factors for communities of East Kalimantan.

Keywords: fashion product, natural determination, Dayak Basap, East Kalimantan

1. Introduction

Common problem on sustainable issue is still ongoing as lies in advanced technologically issues in areas such as urban areas. Whereas in areas that is far from the reach of the government, has in fact applied a sustainable lifestyle as part of their lifestyle. This fact needs to be designated to the community, especially urban areas. So that people realize that there are some areas that has implement the characters of sustainable living system.

One such area which still applies the characteristic of sustainable living is the villages inhabited by Dayak Basap Tribe in Bengalon, East Kutai Regency, East Kalimantan Province. For generations, Dayak Basap tribe has created and used equipment by utilizing their natural availability without compromising the level of sustainability. They use the equipment to make ends meet such as public hunting and farming. The equipment are made and used according to the determination of nature where they lived. Farming and hunting activities are carried out using of bamboo chopsticks with its eye containing poisonous sap to hunt their game [1]. Woven rattan made as containers is use for carrying the harvest and farming equipment. In addition, they also make tobacco containers from bamboo carvings, and cloth made from bark. All materials used are originated from local materials. Technically, it is in line with the sustainable lifestyle that is part of the future fashion trend.

Such character of the Dayak Basap which still retain the wisely lifestyle is very interesting seen from the point of view of fashion design. In the fashion field, sustainable theme manifested through the creation of trends with a theme of sustainable fashion. It came by the increasing role of importance of the fashion industry, especially related to economic and social aspect of the society [2]. In the fashion industries activities, there are various stages which contained bad impact, especially for environmental preservation and social welfare which could led to various debates.

From here this study is divided into two categories; first is the design element that includes visual patterns and characteristic of Dayak Basap clothing products that will apply through the product. Second, the design process that covers all stages of elements processing into ready-to-wear type of cloth. In overall this research tries to process and to obtain the formulation of aesthetic design as well as for the revitalization of the Dayak Basap ornament. By providing alternative clothing based from this locality, it is expected to spur a sustainable lifestyle, especially in these areas.

2. Materials and Methods

The research process is divided into research project classification stage, selection stage, experiment analysis stage and production stage. The determination of nature is the main theory that is used as the basis for the research. It describes how culture is produced through a process of human adaptation with the nature as he lives. Technology determines the social structure, and then jointly determines the content and direction of the values that will be applicable in society [3].

A detailed literature about inland tribes in Indonesia particularly related with Dayak Basap is difficult to find, so much of the literature study obtained is more to the Dayak tribe in general, data about sustainable fashion and the data that supporting work processes such as textile processing techniques. Therefore, the lack of data is completed by conducting field visit to meet directly with the Dayak Basap tribe.

Field study which includes interviews is conducted at Bengalon and Sangatta district, East Kutai Regency, from July 14 to July 25, 2012. On the location, we encounter some member of the tribe that play important role in Dayak Basap cultural preservation, they were the most comprehend person to the ceremonial procedures and processes, the history of Dayak Basap, as well as the typical motifs of the tribe. The people that are considered important are identified through a preliminary study about communication system by a team of Dayak Basap anthropologist [4].

There are several characteristics of Dayak Basap ornaments inferred from field trips combined with previous literature:

- a. The nature were interpreted through the ornamentation is the natural element that is important for daily activity of Dayak Basap for long periods of time.
- b. The single type of ornament appears in a form of a root stylized patterns, bamboo pattern and beehive pattern. While the plural pattern appears in a form of illustration that has a story, known as a Honey Tree Pattern.

- c. These ornaments are made by carved and painted in the media that is widely available in their environment such as wood or bamboo stick.
- d. At first motifs are colored with natural dyes such as tree sap. Unfortunately, this knowledge has been lost and forgotten and instead use modern dyes that is more easily available in the market.
- e.

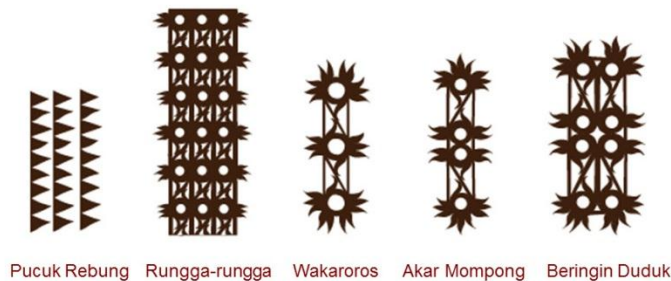



Figure 1. Dayak Basap Ornamentations

The experiment process conducted on techniques and materials chosen, the wooden stamp batik techniques with coloring material obtained from the extraction process of Ulin tree sawdust. Ulin wood also known as iron Wood is the mainstay of Borneo tree rainforest, this plant is now in the category of endangered vegetation and protected status [5]. The selection of wooden batik technique is based on the expertise of the local, like wood carving is such expertise that is part of Dayak art technique whilst the batik technique is a skill from the Javanese immigrant that already live for a long time in East Kalimantan. While the Ulin tree sawdust is widely available in the wooden industry, in Sangatta district, the powder is remainder from timber industry that is usually left or washed away into the river. Below are some results of wooden stamp Batik technique with natural dyes:

Table 1. Wooden Stamp Experiment

No.	Front	Thick	Result
1.			




























2.			
3.			
4.			
5.			
6.			

Table 2. The Comparison Result of Ulin Dyes with Fixative

Dyinn g	Alum Fiksative	Calx Fiksative	Lotus Fiksative
1			
2			
3			
4			

The conclusion of the experiment Ulin sawdust extraction dye with fixation alum, lime and lotus is the whole results tends to produced brown color. The variation of brown colors is starting from bright brown, soft brown, to reddish brown and blackish. Alum (*tawas*) gives bright effect, calx (*kapur*) give dull and soft effect, while darker colors are from lotus (*tunjung*) fixation effect.

3. Results

There are two stage of designing process that cultivates the analysis result through the experiment process. First stage concluded 6 collections, each consist some alternatives design for man and women. Then these alternatives are diffused in a questionnaire form to get the tendency of taste from the market expectant.

The final results consist of 4 set of ready-to-wear design apparel for men and women. The silhouette that applied is determined by the composition of the ornament and color, also varied by the occasion intended for semiformal to formal events. The material of the product is using an easy to get fabric like cotton. The whole visual consist the major color that produced by the combination of Ulin dyes.



Figure 2. The Final Product Results

4. Conclusion

By the time available, the purpose in this designing is to raise the visual distinctiveness of Dayak Basap into the fashion product for the people of East Kalimantan have been achieved through the application of design elements and processes that are based on the concept of natural determination. The result of the design patterns into fashion product with natural dyes from Ulin sawdust extraction is not widely practiced in East Kalimantan. Therefore, this research is more focused on natural dye experiment based on their own locality, enabling the local needs of a more sustainable fashion.

In terms of market, the results is intended for the people of East Kalimantan, but in reality people of East Kalimantan consists of various tribes including those who come from outside of East Kalimantan such as Javanese people. Thus, the design with the use of distinctive style Dayak Basap is more as a form of revitalization of local distinctive visual culture. Although the goal of selling this product for workers in East Kalimantan which included in the segmentation of middle to upper class society, this does not rule out the product worn by the local community, especially the Dayak Basap itself, because the manufacturing process can also be performed by the Dayak Basap tribe gradually and independently.

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