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## DIGITALIZATION OF EXPLORATION AND INNOVATION ON TYPICAL SEMBIRAN VILLAGE CLOTH *TENUN CAGCAG* IN READY TO WEAR STYLE URBAN FASHION

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### ABSTRACT

*Tenun Cagcag cloth is a part of tangible cultural heritage of Sembiran Village which is located in Tejakula District, Buleleng Regency-Bali. However, the existence of Tenun Cagcag cloth is not really well-known by the society. Besides that, people in community start leaving the weaving activity because of the decrease of Sembiran Village community awareness and interest toward the existence of Tenun Cagcag cloth which is considered as something that does not have such a high economic value. By regarding that phenomenon, the researcher conducted an experiment by exploring and innovating Tenun Cagcag cloth with digital system. The utilization of digital system aims to ease and improve the consumer interest in looking the exploration result visually in order to make it looks more tangible. The exploration testing was done by referring to Tenun Cagcag cloth value meaning which further will become an educational media to the community, in improving the cloth existence. Further, it was conducted an innovation at design and motif of Tenun Cagcag cloth into a new design, namely ready to wear style urban fashion. The cloth innovation in this kind of fashion aims to attract the community interest in developing the cloth function in order to make it can be used for daily activities. It was expected that by conducting the Tenun Cagcag cloth digitization exploration and innovation testing, it can improve the value of Tenun Cagcag cloth in both cultural and economic aspects, so that it can be offered as a problem solving.*

*Keywords: Tenun Cagcag cloth, Sembiran Village, Exploration, Digital, Innovation.*

### PRELIMINARY

Sembiran Village is a part of Bali Aga's villages (old villages). Sembiran Village is located in Tejakula District, Buleleng Regency, Bali. Sembiran Village has a lot of inheritance, such as nature tourism, cultural art, tradition, and works of art (handicrafts), as a typical of Sembiran Village. Those inheritance are an asset of cultural heritage and tourism potential inventory to attract tourists to visit Sembiran Village. Sembiran Village is currently working on establishing a village to become one of the tourism villages in Bali, such as Tenganan Village in Karangasem and other tourism villages.

Sembiran Village has a variety of attractive cultural potentials as a typical of Sembiran Village, such as customs, heritage objects of the community, and the works of art (handicrafts). The Sembiran Village handicrafts consists of *Ingka*, typical culinary made from sticky rice and coconut, and Sembiran traditional woven fabric, which is named as Tenun Cagcag. Tenun Cagcag of Sembiran is a *bebali* fabric (sacred) worn during local religious ceremonies. However, the only craftsman who is till productive is Ni Ketut Landri (89 years old). The woven fabric

craftsmen are usually able to produce 10-15 meters of fabric in a week for the fastest, or until 1-2 months (Murtana, 2018: 114).

The existence of typical Sembiran Village Tenun Cagcag cloth is not widely known yet by wider community. For the sake of improving the existence of Tenun Cagcag, the government and the villagers made efforts in developing other functions of this woven fabric. Tenun Cagcag which is a *bebali* fabric (sacred) is mass-processed this time without the need of conducting ceremonies or fabric sacralizing process, so that Tenun Cagcag function has been converted into profane cloth. Profane cloth is an unholy or purified cloth, so that it can be worn freely without following the applicable rules. The aims of that implementation is to enhance the public interest in buying this fabric just like other fabrics originating from other regions.

By regarding the above discussion, the researcher explored Tenun Cagcag shape and its own meaning function. Further, the researcher conducted an innovation of Tenun Cagcag shape development into a new shape, namely ready to wear style urban fashion, so that people in community can directly wear Tenun Cagcag as everyday outfits. Through the Tenun Cagcag exploration and innovation, it was expected that it can help Sembiran Village community in familiarizing Tenun Cagcag to public and make it as one of the weavers' economic resources.

#### DATA DESCRIPTION AND DISCUSSION

Sembiran Tenun Cagcag is *bebali* fabric (sacred) that is commonly worn during religious ceremonial activities. The name of Tenun Cagcag is taken from the loom sound, that reads "cak-cak" during the fabric manufacturing process. Sembiran woven fabric has motifs similarity with woven fabric in Nusa Penida, but it is different at the coloring. Woven fabric in Nusa Penida tends to be yellow, but Sembiran woven fabric tends to be black (indigo). Besides the motifs similarity, it was assumed that there was a history believing that there is an influence of cultural acculturation between Bali and Sasak tribe found in Tenun Cagcag.

There are two types of Sembiran Tenun Cagcag, namely a pair for women and a pair for men. Women's outfit consists of two woven fabrics. Those are *kamen* and body cover (cape) which is called as *Banja*, and for men's outfit consists of two woven fabrics also, namely *kamen* and body cover which is called as *Saput* (Brigita, 2008:86-87). The motifs and sizes of women and men cape are different. The size of women cape (*Banja*) is 130 cm with a fabric width of 45 cm. The *kamen* size for women is 100 cm x 150 cm. Meanwhile for men, the cape (*Saput*) size is 120 cm, with width of 95 cm, and the *kamen* size is 100 cm x 150 cm. The woven fabric manufacturing process is generally estimated can be done during a week for the fastest time, or until 1-2 months.

In design and analysis, it can be known that ready to wear fashion using Cagcag woven fabric is designed for adult men and women, which was realized through interviews and observations. In terms of the Cagcag woven fabric use in ready to wear fashion design, it uses two pairs of fabrics. Those are *kamen* and *Banja* for women, also *kamen* and *Saput* for men. In this case, the design of fashion design referred to urban style design. Urban style was chosen to be more easily accepted by the community. Moreover, it used design principles strengthened by literature studies, namely universal design principles that is realized to have a unity in one collection. The local genius design principles used by the designer for Cagcag woven fabric preservation start to be developed to broad regions, excavations in Sembiran Village culture regarding to the function and development using Cagcag woven fabric that was explored to be more easily recognized by public or society.

The use of cross-cultural design principles with Quotation is using original motifs from Cagcag woven fabric, Mimicry with several designs that use Cagcag woven fabrics without thinking about the initial function of Cagcag woven fabrics for traditional ceremonies, but they are used to explore for the purpose of making it more easily accepted and loved by public or society, also Transformation by changing the Cagcag woven fabric concept which is commonly monotone, then can be explored to follow the fashion trend development through ready to wear fashion style. The manufacture of 3 ready to wear fashion looks for both women and men were designed for the purpose of introducing Cagcag woven fabric becoming as popular as other woven fabrics in Bali with the consideration of fashion trend development.

Design theories were initiated by comprehending the shape and function of each pair of fabric. Women wear horizontal striped fabrics, with red, white, yellow and dominated by dark indigo colors. This fabric is called as a *Bajra*, worn to cover the upper part of women's body. The way to wear a *Bajra* is similar to how to wear a shawl as a chest cover. The lower fabric is called as a *Kamen*, made of dark indigo color without motifs. On the other hand, men wear fabric which is called *Saput* to cover the upper part of the body or chest. The fabric has a checkered pattern with indigo color, complemented by white, red, and red, yellow, white, and indigo horizontal stripes, in which those are used diagonally so that one side of the sleeve will remain open, not covered by the fabric. The lower cover is similar to women, using a dark indigo fabric without a motif. The following is an illustration of the Cagcag woven fabrics use in women and men's outfit:



Ready to wear fashion is a clothing that can be directly worn easily without taking body measurement and order first. Ready to wear fashion is not only for shirts, T-shirts, or other clothes with simple cutting, but ready to wear clothing and evening dresses also sequined wedding dresses can also be categorized as ready to wear fashion (Pascalia, 2016: 164). The exploration of Cagcag woven fabric in ready to wear fashion aims to introduce the fabric widely to the community through products that can present the initial use of the fabric itself. There was a shift in meaning, in which the use of fabric started to follow the way of urban community

wear outfits that has been affected by western cultures, for instance men wear shirts and pants, while women start wearing dresses, blouse, pants or skirts.



According to the primary and secondary data results, the designer was able to create a collection of ready to wear fashion designs for women and men, according to the needs of the target market.




### VISUAL SOLUTION

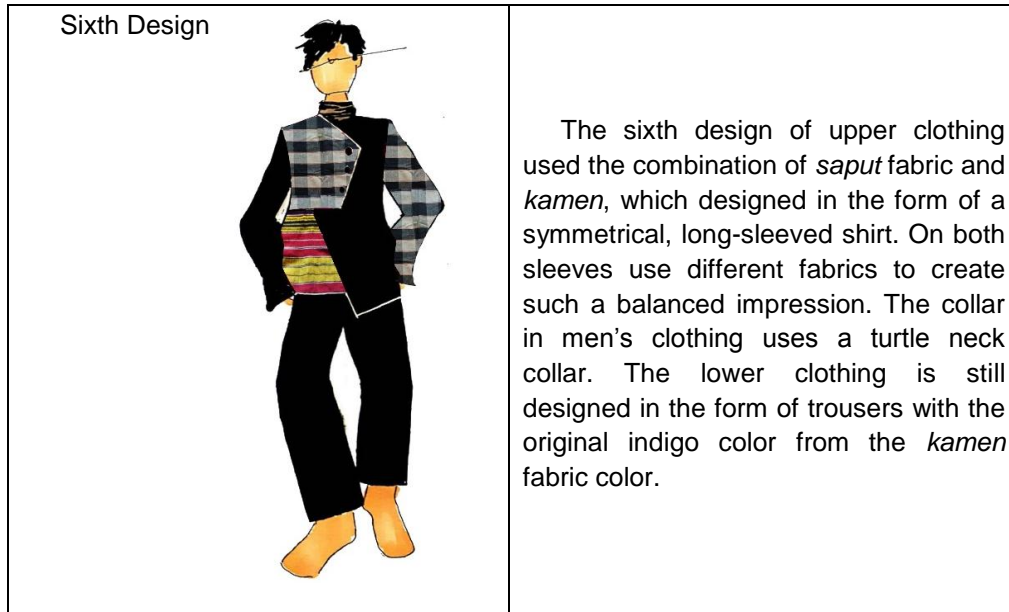
In the study “DIGITALIZATION OF EXPLORATION AND INNOVATION ON TYPICAL SEMBIRAN VILLAGE CLOTH *TENUN CAGCAG* IN READY TO WEAR STYLE URBAN FASHION”, the design of creating the ready to wear fashion collection for women and men with title URBAN ETHNIC OF *TENUN CAGCAG* FABRIC has a meaning that it adapts the urban style, while still maintaining culture as the attractiveness of *Cagcag* woven fabric itself. By utilizing the digital technology, the sketches that have been designed, are drawn in more detail shape in order to help visualizing the designs into more tangible looks.

The main fabric used in making collections was the *Cagcag* woven fabric, combined with cotton fabric for upholstery in fashion. Due to the fabric used in the design is only *Cagcag* woven fabric, the color produced followed the color of the *Cagcag* woven fabric. The design results are in the form of 6 looks ready to wear, consisting of 3 clooks for each women and men clothing. The followings are the results of the design produced by researchers in the form of 6 looks:

Table 1. 6 looks of Ready to Wear Designs

Pictures	Caption
<p data-bbox="339 1055 456 1081">First Design</p> 	<p data-bbox="804 1070 1294 1473">The first design is in the form of women's clothing consisting of two pieces, both parts use <i>Tenun Cagcags</i> as the main fabric. As seen in the picture, the woman wears <i>Bajra</i> combined with indigo colored <i>kamen</i>. A-symmetrical shape was created at the top, which has longer sides on the side that uses <i>Bajra</i> fabric, there is also a sleeve with sleeve-alignment technique. It was designed long pants for the lower clothing. The long pants is made from <i>Kamen</i> fabric, so that it has dark indigo color combined with the red triangular shape as an accent.</p>
<p data-bbox="339 1509 523 1536">Second Design</p> 	<p data-bbox="804 1518 1294 1989">The second design is in the form of a woman blouse, short-sleeved, A-symmetrical shaped. The upper cloth uses a full <i>Bajra</i> fabric, but the cutting was adjusted to the motif and color to make it look balanced. One of the long sides of the clothing is only a crop tee, with the length of the crop tee is approximately 35-40cm. The upper cloth was cross-designed like a kimono dress, so it has V-shaped collar. The lower cloth uses long pants design using <i>kamen</i> fabric. It produces long dark fabric indigo-colored without other colors combination. The long pants is made without a waistband, using Japanese zipper sewn on the back.</p>

<p>Third Design</p> 	<p>The third design is still in the form of a woman's blouse with long balloon sleeves technique. Balloon sleeves design omits the stiff and boring impression of fashion. Neckline was widened in the form of a triangle. The material used at this upper cloth is using a full <i>Bajra</i> fabric. The lower cloth was designed in the form of long culottes, using the whole material from <i>kamen</i> fabric. The culotte uses a waistband and an opening using a zipper.</p>
<p>Fourth Design</p> 	<p>The fourth clothing design is men's clothing using long sleeves design. This fourth upper cloth design used the combination of <i>saput poleng</i> fabric and indigo <i>kamen</i> fabric. <i>Saput poleng</i> fabric was dominated by the sleeves, with a diagonal cutting on the front. Diagonal cutting was taken from the method of using <i>saput poleng</i> cloth diagonally, but the result is different to the previous use.</p>
<p>Fifth Design</p> 	<p>The fifth design consists of 3 pieces, the upper cloth has an outer like a kimono and an a-symmetrical inner. The inner material using <i>saput</i> fabric, while the outer is a combination of <i>saput</i> fabric and indigo colored <i>kamen</i>. The lower clothing is pants using a harem pants model, which has a loose-cut model on the hips and thighs, but narrowed to the ankles.</p>



Sixth Design

The sixth design of upper clothing used the combination of *saput* fabric and *kamen*, which designed in the form of a symmetrical, long-sleeved shirt. On both sleeves use different fabrics to create such a balanced impression. The collar in men's clothing uses a turtle neck collar. The lower clothing is still designed in the form of trousers with the original indigo color from the *kamen* fabric color.

(source: document Ayu Permata and Eko Dananjaya, 2020)

The researcher designed an infographic about Cagcag woven fabric, as one of the promotional media that aims to facilitate in conveying all forms of information to the public or prospective consumers. The delivered information related to the description, types, manufacturing process, uses and characteristics of Cagcag woven fabrics. The infographic is written in Bahasa Indonesia, to make it easily understood by Indonesian people.



Picture 3. Tenun Cagcag Infographic (source: Eko Dananjaya, 2020)

## CONCLUSION

According to the results of qualitative study that has been conducted, the designer created a product that has not really well-known yet by the public especially about the existence of Cagcag woven fabric as a typical of the Sembiran Village, Buleleng-Bali. In researching and work designing process, the researcher encountered difficulty in designing the products to assure that product is sufficiently appealing and can be easily accepted by the public to be worn in formal or informal occasion. Six (6) looks of ready to wear style urban fashion designs were created, consisting of 3 designs for each women and men clothing. This kind of design was expected can enhance the existence of fabric in the society or public, improving the fabric functionals to be worn or used in common, like sacred becomes profane, this is going to help the improvement of the village weavers' economy.

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### Informant Data:

1. Nengah Ardana, (46 years old), Traditional Leader of Desa Sembiran
2. Wayan Sukardi, (43 years old), Village Secretary and *pemangku* (Religion Leader) of Pura Puseh
3. Nyoman Sutha, (35 years old), Financial Treasurer of Desa Sembiran