

AESTHETIC PRODUCTS OF "MONOCHROME" BY NANAS FOOTWEAR

¹⁾ I Gusti Agung Malini, S.Tr.Ds., M. Sn ²⁾ Pande Putu Wiweka Ari Dewanti, S.Tr.Ds., M. Sn ³⁾ Sri Utami, S.Sn., M. Sn

¹⁾ Sekolah Tinggi Desain Bali
agungmalini@std-bali.ac.id

²⁾ Sekolah Tinggi Desain Bali
wiwekaari@std-bali.ac.id

³⁾ Sekolah Tinggi Desain Bali
utamifd@std-bali.ac.id

ABSTRACT

Aesthetics is the unity and relationship of forms that exist between the sensory absorption of humans, humans usually assume that aesthetics is art or art will always contain the value of beauty. The science used to study and discuss art and beauty is aesthetics. The purpose of this study was to determine the aesthetics of the work of Nanas footwear. The theory used in this study is aesthetic theory by paying attention to the six design principles namely rhythm, unity, balance, simplicity, proportion and dominance and using the theory of meaning of beauty. Values from Nanas footwear with products, wedges, shoes, sandals and heels can be seen from two sides, namely the shape and the meaning. In terms of the shape of Nanas footwear products is the harmonious arrangement of visual elements (lines, colors, textures) in a beautiful unity of being. Nanas started an online business established in 2016 but over time Nanas started to open an offline store in 2019 until now which is located in the city of Denpasar. Footwear in fashion footwear can be interpreted as shoes that reach the ankles, are used to protect the feet and have very many styles and are made of many kinds of materials. Monochrome is mono meaning one and chrome is the color. So if combined monochrome means one color. Because fashion will always give a touch of color according to the trend in order to be able to appeal to fashion consumers. The conclusions of this study were examined from the overall aesthetic aspects, products from Nanas footwear had fulfilled the aesthetic design principles. As a whole the elements of design have been inseparable. Whereas the meaning from the point of view of users of Nanas footwear works has been interpreted in terms of aesthetics and comfort or ergonomics of a product or work.

Keywords: Aesthetics, Nanas Footwear, Footwear, Monochrome

INTRODUCTION

The fashion world in Bali is currently experiencing very rapid progress. The rise of offline and online outlets in the field of fashion offers a variety of contemporary models to prove how the fashion trends in Bali are experiencing rapid progress. Various types of clothing with a variety of different concepts are offered to people who are thirsty for contemporary fashion in this century, both among the upper middle to lower middle. Berman once said that in the twentieth century, modernity began to reach the entire world and the breadth of culture of modernity was found in thought and art (Berman, 1998: 37). At this time, it's not just fashion products that support them, but fashion products like footwear are very popular with young people.

The aesthetics of forms are subjective, contrary to objective theories which state that the features that create beauty actually do not exist. However, what is contained in that is the response to feelings in someone observing an object. The existence of beauty depends solely on the absorption of the observer or who sees objects and works of art (Gie, 1983: 42). Characteristics of aesthetic forms in general depend on works of art have been discussed by the aesthetic expert Dewitt H, Parker, in a book entitled "The Analysis of Art" in which six principles of aesthetic forms are mentioned namely 'the principle of intact unity', 'the principle of theme', 'the principle of variation according to the theme', 'the principle of balance', 'the principle of development', and 'the principle of hierarchy' (Gie, 1983: 46-48).

Aesthetics are considered to be two, namely natural beauty and beauty made by humans (Djelantik, 1990: 6). Therefore, it is important to apply the principles of aesthetics in a work of fashion design. To find out the aesthetics in a fashion. It can be seen from aesthetic principles, such as rhythm, unity, domination, balance, proportion, and simplicity and clarity. The role of design elements in a Nanas product with a Monochrome theme conveys the aesthetics and meaning of the Nanas footwear.

The aesthetics in this Nanas product can be seen from the principles of design. The application of aesthetic principles to Nanas products consists of unity, balance, rhythm, focus, and others. Application of aesthetics in a design will provide the values of beauty, so that the design has an attractive unity and has characteristics. In addition, the aesthetics of this Nanas foot wear product show the beauty of the color of a product.

Nanas foot wear was founded in 2016 at first Nanas only sells online or often known as online shop offline (Nanas shop), the first Nanas is in Gianyar area. Over time the Nanas products began to be known among the wider community until finally Nanas opened its stores in the Denpasar area in 2019 and until now Nanas products still exist. Nanas market targets are adolescents and adults aged 16-40 years. Nanas foot wear products have some series like Prada Series, Monochrome Series, Memorable Blooms Series, Playful Candy Series, Persian Series, Spring Series, and others. Nanas products there are several types of heels shoes, flat sandals, ankle strap sandals, mini heels sandals, flat shoes and espadrils shoes. Nanas products in addition to showing the convenience of consumers or users Nanas is also very concerned about the beauty or aesthetics of the products it makes, besides that Nanas also follows the existing trends and existing markets at this time. In every series, material that is used is very noticed that consumers are satisfied and feel comfortable when using products from Nanas footwear.

Monochrome is mono meaning one and chrome is the color. In Indonesian, Mono means one and chrome is a color. So if combined monochrome means one color. Because fashion will always give a touch of color according to the trend in order to be able to appeal to fashion consumers. Monochrome is not limited to just the black and white we usually hear so far. Monochrome can occur because of the color derived from the basic color. And that color is pastel color. So that one color in the definition of monochrome color is the highlighting of one color that is only combined with the color derived from the base color.

Footwear is a product like shoes and sandals that are used to protect the feet, especially the soles of the feet. Footwear protects the foot from injury from environmental conditions such as rocky, runny, hot or cold ground. Footwear keeps feet clean, protects from injury while working, and as a fashion style. Shoes are made by shoe makers or cobblers, while shoe repair experts are called shoe soles. Materials for footwear include wood, plastic, rubber, leather, textiles, and plant fibers. Footwear such as a pair of sandals can be made by craftsmen using only simple equipment such as knives, needles, and thread. Meanwhile, sports shoes are made in shoe factories with the help of machines. Before wearing footwear, people often wear socks or stockings to make the feet more comfortable and not

blister. In addition, socks function as absorbents of sweat and moisture so that feet are cleaner and hygienic. In Western culture, people may not take off their footwear while in the house, so that household furniture develops like chairs. Conversely in East Asian culture, footwear is removed while at home.

METHOD

Observation

Observation is a direct observation to the object of research to look closely at the activities carried out. The object of research is behavior, human actions, and natural phenomena (events that occur in the natural surroundings), work processes, and the use of small respondents. Observation or observation is a technique or a way to collect data by conducting observations of ongoing activities. Observation can be done with participation or non-participation. In participatory observation, the observer participates in ongoing activities. In non-participatory observation, the observer does not participate in the activity, but only plays the role of observing the activity (Suryo Guritno et al, 2011: 34).

This study uses systematic observation techniques, namely framed observation. It means observation by following the pattern and purpose of this study. This observation method is used to collect field data relating to the object under study. In addition to data obtained through direct observation of the owner of Nanas footwear in the field, it is also done by observing recorded documents in the form of video and carrying notes systematically to compare with primary data found in the field.

Documentation

Collection of all forms of data, from recorded, photographed, and recorded to be used as guidelines in the design (Nawawi, 1998: 133). This method is used to collect data about the process of making works, both in the form of written documents, pictures and photographs as data in the form of facts and as evidence to be accounted for. Document Nanas footwear products.

Literature

The literature method is a technique of collecting data from written documents in the form of various records (individuals / organizations), both official and very personal records or containing confidentiality. Information collected includes personal records (artists, gallery owners, show managers, curators, community elders, etc.), organizations (list of artists involved, list of exhibitions / shows that have been performed, number of works of art), and various records, books, leaflets, pamphlets related to the work being studied (Rohidi, 2011: 206). Collecting data from several book sources related to Nanas footwear products.

DISCUSSION



Picture 1. Monochrome series 'ALINE'
Source: Instagram @nanas_id, 2020

Nanas products beginning in 2020 with the name Monochrome 'ALINE' sling back heels shoes. Nanas not only releases one product per series, on this monochrome theme Nanas releases 10 types of footwear including heels shoes, flat sandals, ankle strap sandals, mini heels sandals, flat shoes and espadrils shoes. In view of the type of ALINE is the heels shoes, usually these heels are more often used for formal events, the shape of these ALINE heels is pointed at the front covering half of the foot, with the material used is velvet or suede. The aesthetics of ALINE can be seen in the motifs of ALINE shoes heels in solid gray with white and black, with a ribbon shape on the right and left of these ALINE shoes heels. The color is black monochrome with alloy bands that are gray and white on the strap of ALINE shoes heels. The line on the ALINE shoes heels product is a half circle line on the foot with a bandaged line on the heel and a line that forms a ribbon with two stacks. The balance on this product is seen in the form of ribbons with gray motifs in the same white color on the right side and left side of ALINE shoes heels. Unity in the design of ALINE heels shoes is seen in lines with a ribbon.



Picture 2. Monochrome series 'GHYA'
Source: Instagram @nanas_id, 2020

Nanas products this year are not only shoes, but there are also flat sandals and mini heels, each product from Nanas is given a name or title. This mini heels is named 'GHYA'. In view of the shape of the sandal that have the right 5 cm, there is a circular line on the thumb that is made of approximately 2 cm thin which still shows the shape of the user's thumb. Circular details on the thumb are combined with a crossed rope that runs across the top of the foot. The width of the cross strap is made with the same size as the thumb, the color combination of black rope and white gray patterned rope adds to the impression of elegance to these mini heels. GHYA mini heels have a shape that suits the shape of Indonesian women's feet so that when used it looks elegant and comfortable. The addition of crossed and circular lines on the thumb adds to the aesthetic value possessed by these mini heels, with the use of 5 cm heels which are the right shoes that are not too high and too low so that the user's feet look level but comfortable to use. Judging from the use of monochrome colors, which consist of black, gray and a little white pattern, it is clear that the impression to be produced is an exclusive, elegant and can be mixed and matched with a variety of colors. The appropriate monochrome color coupled with crossed lines can manipulate the shape of the user's wide legs so that it looks small and proportional. The use of a small, crossed and coiled cord on the thumb is placed on a thin sandal bottom with a short black right hand giving a harmonious balance to this product.



Picture 3. Monochrome series 'IVONE'

Source: Instagram @nanas_id, 2020

This third Nanas product is named 'IVONE' type of footwear, this is ankle strap sandals or commonly called *kenip*. Same as the first and second Nanas products, this time the Nanas product is still monochrome-themed. Having a simple shape with one main focus makes this sandal look more feminine casual. Made with not too high heels coupled with a black ankle strap adorned with a small frame buckle on the outside, a diagonal gray strap and a large strap with a large frame buckle decoration that stands out. The use of various forms of straps that are different from each other but still look in rhythm are able to add to the aesthetic value of this IVONE product. The main focus on the end of the sandals strap armature which consists of a wide strap of approximately 3 cm with an ornament buckle frame adds to the impression of contemporary and modern that can attract enthusiasts among millennials. Made with a dark color monochrome does not make these sandals look old and not fashionable, on the contrary the ankle strap sandals look modern, comfortable and fashionable. The choice of colors that are not monotonous black

and added elements of iron color from the frame buckle make the design of these sandals more innovative. The line on the ankle strap sandals consists of a diagonal line from a gray strap, a thick horizontal black line with an appropriate buckle decoration, as the holder of these sandals is used a thin black cord which is curled around the ankle which is locked with a small frame buckle.

CONCLUSIONS

This Nanas Footwear product already has aesthetic value, it can be seen from the shape of the footwear in Nanas's works which are unique and trendy. The aesthetics of Nanas products can be seen from the shapes, lines, motifs and colors on the Nanas footwear with a monochrome theme. The shape of the Nanas's work adjusts to the shape of Indonesian women's feet, giving the impression of luxury when using it. The lines on the Nanas footwear have a dynamic and not monotone feel, very well combined with motifs in black and gray with white patterns that look fashionable when using them. In addition, the similarity of Nanas products is not in doubt because it uses premium quality ingredients. The dark color of monochrome does not make this Nanas product look old and not fashionable, on the contrary, this Nanas product looks modern, comfortable and very stylish to be used by all people, especially teenage women. With a standard price that is of premium quality and a simple model but looks elegant and luxurious, this Nanas footwear product is very popular with women in Denpasar in particular.

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