

# Transformasi Motif Kain Sarung Kontemporer di Era Society

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**Abstract:** This research focuses on the changes in sarong motifs that follow trends in the era of society. The era of society is characterized by cultural shifts, technological advances, and significant social changes. In this context, the sarong, a distinctive garment associated with worship, has undergone transformation and adaptation to meet the needs and preferences of modern society. The purpose of this research is to identify and analyze the motifs of contemporary sarongs that are trending in the era of society. This research uses qualitative research method with ethnographic approach, and data collected through in-depth interviews with sarong designers, sarong makers, and sarong consumers. The results show that contemporary sarong motifs combine traditional elements with modern elements, resulting in designs that are innovative and attractive to consumers. The research also highlights the influence of technology in the production of contemporary sarong motifs.

**Kata Kunci:** Motif Kain Sarung, Transformasi, Era *Society*

**Abtrak:** Penelitian ini berfokus pada perubahan motif kain sarung yang mengikuti tren dalam era society. Era society ditandai oleh pergeseran budaya, kemajuan teknologi, dan perubahan sosial yang signifikan. Pada konteks ini, kain sarung, merupakan pakaian yang khas kaitannya untuk beribadah, telah mengalami transformasi dan adaptasi untuk memenuhi kebutuhan dan preferensi masyarakat modern. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis motif-motif kain sarung kontemporer yang menjadi tren dalam era society. Adapun penelitian ini menggunakan metode penelitian kualitatif dengan metode pendekatan etnografi, dan data yang dikumpulkan melalui wawancara mendalam dengan designer sarung, pembuatan sarung, dan konsumen sarung. Penelitian menunjukkan bahwa motif. Motif kain sarung kontemporer menggabungkan unsur tradisional dengan elemen modern, menghasilkan desain yang

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Inovatif dan menarik bagi konsumen. Penelitian ini juga menyoroti pengaruh teknologi dalam produksi motif kain sarung kentemporer,

Kata kunci : Motif kain sarung, tranformasi, era socity

## INTRODUCTION

Sarong, has become synonymous with Indonesian society as a tool to cover the aurat when worshipping, blankets for sleeping and also fashion. As for the development of science and technology, it gave rise to sarong motifs that were so varied according to consumer wishes. Especially the minelial. Sarong motifs that were once just madras and ulo, are now more varied, especially among young people, which gives rise to modern image motifs or art implemented on sarong fabrics. Making these illustrated sarongs uses printing techniques or commonly known as screen printing.

The sarong itself according to Kartiwa (2007), is a tubular cloth to be worn from the waist down. Sarongs, can also be used for different ages both men and women. The sarong can be described as a long cloth that is sewn on all sides to form a tube, which is used to cover the abdomen to the ankles, by wrapping. While the motif according to Sunaryo (2010) is a basic element in an ornament. The history of the sarong entered Indonesia, has differences of opinion. Some mention that sarong entered Indonesia from Yemenis, and some mention sarong entered Indonesia from Gujarat<sup>1</sup>.

Sarongs are also worn by Indonesians from all walks of life. Even non-Muslim communities, produce and wear sarongs for traditional events, and daily use. The use of sarongs is also used for fashion or outfits when going to events or just going out. The use of sarongs as outfits is what gave rise to the idea of making printing gloves. The existence of young people's creations related to sarong motifs, resulting in contemporary designs. One of

them is pictures in famous films such as Gundala Putra Petir, which is visualized in a sarong. The advancement of science and technology provides a lot of convenience for young people in pouring all their creations and

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<sup>1</sup> Sunaryo, A. *Ornamen Nusantara: Kajian Khusus Tentang Ornamen Indonesia*. (Semarang: Dahara Prize, 2010).

creative ideas in various designs. Therefore, the process of digital printing with the help of devices such as laptops, pen tablets, and computers, becomes an alternative for making printing gloves.

This article explains the transformation of sarong fabric motifs in the era of society, where sarong fabric motifs are now more varied and more contemporary. This research examines how to make a printing sheath design, the process of making a printing sheath, how sarong users respond to printing gloves, and much more. Therefore, young people can pour out every idea and cultivate the nature of gloved culture but with current trends.

## **METHODOLOGY**

This study used qualitative research methods with ethnographic approach methods, and data collected through in-depth interviews with sarong designers, sarong makers, and sarong consumers. This research was conducted in Pekalongan City at one of the printing sheath manufacturing factories and printing scabbard selling shops. The focus of this research is the motif of sarong design in the era of diverse society. This study examines the manufacture of printing sheath designs, what ideas or innovations give rise to the design of printing gloves, and also how consumers respond to the use of printing gloves.

## **RESULT AND DISCUSSION**

The resource persons in this study amounted to 4 people, consisting of design makers as well as printing scabbard makers commonly known as Zidan and makers of printing scabbard designs only named Aska. While fans of printing sarongs, named Rafly, and Arul. The two designers of the printing gloves are still quite young, approximately 20-21. As for Arul and Rafly as fans of printing gloves aged approximately 18-20.

The two designers of printing gloves, when asked about what sarong designs are popular with young people today, especially in the design of printing gloves, they both said:

"Zidan: For now, because the fashion world is quite varied, it has even penetrated into the world of sarungan if you can say, even printing sarongs that adapt from some animations that are quite famous among young people such as for example there is Naruto anime, there is one piece anime, and also other fictional animations" The second speaker said: "Aska: For sarong designs that are favored by young people now, there are quite a lot of mas, for example, Japanese designs that are Anbu, or we are also inspired by desert buddy designs such as cyberpunk and gundala, which we try ATM so as not to be copyrighted and that is in great demand, there is also a dragon theme design. So it varies a lot for the design of printing gloves that are popular with young people now."



Picture 1 Design of printing sheath Source: Tokopedia dan Shopee

After that the researcher asked the two designers as well as the maker of the printing sheath regarding how long it took to make the design of the printing sheath, the two sources said:

"Zidan: For one design of the printing sheath, it usually takes about 2 to 3 days". The second speaker said: "Aska: More or less for the design of the printing sheath takes approximately 3 days, because it is efficient."

The researcher also asked about the philosophical meaning of making a printing sheath design such as an anime design or in a game visualized on a printing holster, the two sources said:

"Zidan: One of the designs that I want to explain the philosophy is the Naruto anime design. Why I made the design, because I was very inspired by the anime where Naruto himself told from someone who was underestimated and from the beginning hated by everyone to become Hokage or Konoha village officials, who inspired his rich people the story from the bottom until we can learn success, so that it led me to make a naruto anime design sarong, Because it was my first design and it's my prayer too so that

it can be successful in the future maybe like that." The second speaker said: "Aska: For sarong design, everyone has their own philosophy, for example Japanese anbu design which preaches the seriousness of an anbu person in carrying out his duties and obedience in obeying the perintah of his superiors. This is philosophized like a congregation or people who obey their God. That's why I'm interested in making Japanese anbu designs."

The researcher also asked about what applications are usually used for printing sheath design, the two sources said:

"Zidan: For the design of printing gloves, I usually combine Corel Draw with Pixelab, but the initial basis I use Pixelab first and then I visualize it in Corel Draw." The second speaker said: "Azka: For design, I usually use Adobe Photoshop with Corel Draw, because I think both applications are comfortable to use in the design process, and also more time efficient in working."

After that, the researcher asked about the beginning of the idea of printing gloves how, because sarongs that are generally patterned madras and also boxes are now patterned very varied, the two speakers said:

"Zidan: Actually, it happened by accident because I used to when I saw the sarong in that shape—it was really boring, so I tried to think and found an innovation that I connected with the hobbies or hobbies of young people now related to Japanese animation or anime. Immediately I made it and there were many fans and I continue until now." The second

interviewee said: "Aska: For the initial idea, I was fun at first, combine animated images into the sarong and the results came up with a printing sheath, maybe that's it."

After this question, the researcher focused on the first speaker, Zidan, because he was not only a sarong designer, but also a maker of printing gloves. Researchers also asked about printing type gloves, usually sold how many pics or how many boxes of holsters. The resource person says:

"Zidan: For printing type gloves it is usually erratic, about for a month we can send as many as 1500 pics and we can send them outside Indonesia."

Researchers also asked about the time of making one sheath and the income from printing gloves. The resource person says:

"Zidan: For our manufacture it is usually mass, so 3 to 5 days can be a lot, and for the income of printing gloves we are also good, because we also do not focus on just one aspect of printing gloves, but paint gloves, traditional sarongs also we still make it."

Apart from the two speakers who made and designed printing gloves, researchers also observed and asked the speakers of the connoisseurs of printing gloves named Rafly and Arul. Researchers asked about the development of the sarong which was once just a striped motif. But now a new sarong motif is printing, where the image of the sarong is like an anime or movie character. Both sources said:

"Rafly: For me to be honest, I support it in terms of design, because it adds visuals and beautifies the scenery." A second interviewee said: "Arul: From me personally, I really like to go out with a sarong, and the printing sarong is a new thing to outfit someone who usually goes out using a sarong, like it's cooler."

Researchers also asked important things related to the use of picture printing gloves whether they were only used out or used for prayer, and also if used for prayer whether it was allowed or not because the image

could disturb other worshippers. Both sources said:

"Rafly: I usually use this sarong just to go out, related to the sarong for prayer is actually okay, the important thing is in accordance with the prayer requirements which is to cover the aurat, but it is better to use the sarong when praying alone is not in congregation, because when praying in congregation, the makmum of the back of the shaff is afraid that it will not focus." The second speaker said: "Arul: For me personally only for style when going out, and for the printing sheath for prayer it is fine as long as it is done alone so as not to disturb others."

The results of the research and observations above show that the emergence of a modern theme art-art printing sarong design idea was pioneered by a sense of wanting to try new innovations so that the sarong can be favored or can be used daily for young people. This is what makes the pattern of the sarong that is only patterned madras or checkered, now more varied with images that are liked by many young people, such as anime design, Japanese and modern images such as cyber punk. So that the sarong is not only used for worship, but becomes an outfit both for everyday and when leaving the house. As for the manufacture of printing sheaths that use modern printing tools, making printing sheaths can be completed in a fairly fast time, so that the production of printing sheaths can be made en

masse in sufficient quantities. The design process of the printing cover only takes about 3 days, because young designers are now proficient in operating applications such as Corel Draw, Adobe, and also Pixelab. Therefore, young people can now visualize the design on a sarong.

## CONCLUSION

From the research above, it can be concluded that, the sarong underwent a transformation, which was once patterned madras is now more varied and gave rise to the technique of making gloves by printing, where the image or design follows the times according to consumer wishes. The design of printing gloves such as anime images, Japanese and also modern



art. Young people are now also more interested in using printing gloves for fashion and outfits.

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