

# Application of Dayak Ornamental Style in East Kalimantan As a Millennial's Fashion Trend

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## **Abstract:**

Fashion trend is a reflection of social and economic status to explain popularity. In the beginning, fashion trend in Indonesia tend to imitate the western style, in terms of material and design. As time goes by, traditional fashion has developed harmoniously with the western until today. Traditional fashion trends that come into contact with modern design styles will create their own character and be reborn. This will come in demand and loved by the millennials, so that this particular generation will pay more respect to Indonesian traditional culture. Kinds of Indonesia cultural ornamental styles are so many, one of them is the Dayak tribe ornamental style in East Kalimantan. Ulap Doyo is very well known in East Kalimantan. In addition there are several motifs that characterize each design, one of them is batang garing, enggang bird (hornbill), mandau or shaho. Design method that is used is design thinking method. This method will be begun with observation, theoretical studies, creating design alternatives to get designs that fit the needs of the millennials. The results of fashion designs that are suitable for the millennials are stylist designs that are suitable for daily life.

**Keywords:** Fashion Trend, Millennial Generation, Ornamental Style, Dayak Tribe, East Kalimantan

## **Background:**

In recent years the creative economic board in Indonesia [1] has been strongly influenced by the development of the fashion industry which is able to contribute as much as 18.01% or as much as Rp.116 trillion rupiah [2]. Fashion trend that continues to develop is ready to wear fashion. This fashion trend carry fast fashion concept that has the character of fast and cheap fashion design changes. This is also in accordance with Bekraf's mind mapping, namely towards Indonesia 4.0 [3], which include 4 influential sectors in textile industry and textile products (TPT), namely fiber, yarn, woven fabric and garment. Indonesia Fashion Week (IFW) which has been held several times, inside and outside the country, has become a fashion festival that has quite a positive impact on the creative and textile industry ecosystem. APPMI (Indonesian Fashion Entrepreneurs and Designer Association) has become the organizer of IFW, this event also has become fashion trend promotional event for the millenials. Innovative local designers design clothing designs according to the needs of the millennials. The fashion industry also help the growth of the tourism industry in Indonesia. This effort has been done in order to encourage the millennial generation to get to know more about various cultures and traditional Indonesian clothing. Other than that, this is also aimed that millennial generation can treat, keep, and conserve up to the next generation. One of Indonesian culture beauty is their various traditional fabric. These fabrics have their respective characteristics in accordance with the local wisdom of the region. Like batik, ikat, songket and embroidery.

East Kalimantan Dayak tribe has various decorative patterns that can be used as inspiration for fashion trends among millennials. Such as Ivan Gunawan (one of Indonesian top designers) has feed times designing clothes with this decorative pattern. Decorative pattern he has ever used is enggang bird (hornbill), where this bird is a species that has been sacred by the Dayak tribe, East Kalimantan [3]. Since the Dayak's decorative patterns contains deep meaning, which is a cultural heritage that must be preserved until the millennial generation and the next. Going through from these problems, a variety of interesting decorative pattern that has a variety of meanings will be the hallmark of fashion trends for today's millennial generation. The decorative pattern will be implemented in various alternative clothing designs that can be used by the millennials today.

## Design Methodology

The design method used is the design thinking method (figure 1) [4]. This method is a stage that can solve an existing problem, which becomes the user's needs and create new ideas or thoughts through brainstorming and application in a new design (prototype).



Figure 1. Stages of Design Thinking

Source: Lawson, 2005

In design thinking empathize stage is a stage of the process to collect data and problems in field observations. At this stage, the team conducted field observations in East Kalimantan. The areas visited were Samarinda and West Kutai. In these areas, the Bawin (female) Dayak make colorful beads to form an ornamental decorative pattern into bags, necklaces, bracelets or earrings on a daily basis. Apart from making beads, the Bawin also make Ulap Doyo which is done in Lamin (traditional house of the Dayak tribe). After empathize stage, the next stage is define and ideate in which this stage will create schematic design and concept ideas to become design alternatives based on field observation. Next is prototype stage, in this stage design sketches and concept ideas are visualized for realisation. The final design result that has been realized is the test stage, which in this stage designs are tested on comfort and taste of clothing design that is becoming a millennial generation trend.

## Result and Discussion

Ulap Doyo Weaving is a weaving of the Dayak tribe in Tanjung Isuy (West Kutai) made from doyo leaves (*curculigo latifolia* lend). Doyo plants grow in swampy areas of Kalimantan. This plant has a shape like an orchid with wider leaves [5]. This weaving is made by the Dayak Bawin craftsmen in the village. The process is very long, starting with the dried leaves and then sliced following the direction of the leaf fibers to become fine fibers, then the fibers are braided and rolled to form coarse threads, then they are colorized with natural color of the plants, generally brown and red and then woven using traditional tools gedokan (figure 2). The red color comes from glinggam fruit, oter wood and londo fruit. As the brown color comes Uwar wood color. The process to produce Ulap Doyo is passed down from generation to generation, especially women. The Dayak Bawin began to master the making of Ulap Doyo weaving since childhood by looking

at their mother doing this activity every day. Knowledge transfer is done directly everyday repeatedly [6].

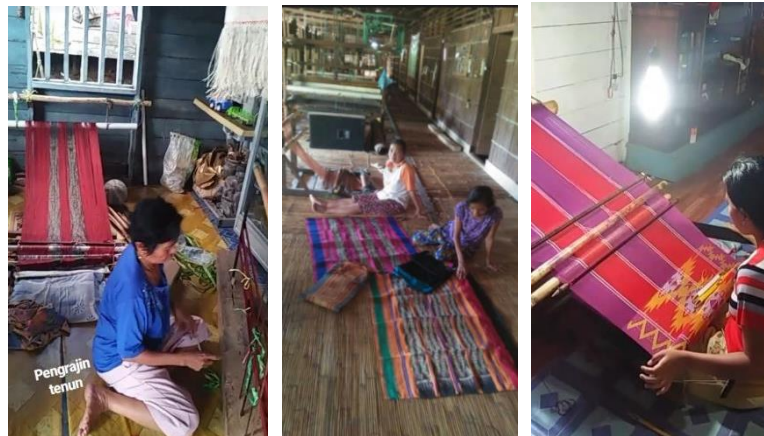


Figure 2. Handicrafts from Dayak Bawin in East Kalimantan  
Source: personal document

IFW 2019 opening was begun with the theme "Cultural Value" using Ulap Doyo weaving created by a famous Indonesian designer, Musa Widyatmojo (figure 3) [7]. Ulap Doyo was chosen for its unique and ethnic nuances, which represent several ethnic groups in Kalimantan, namely Dayak, Kutai, Malay, and Banjar. The variety of ornamental flora and fauna can also be seen in the implementation of the design. Ulap Doyo not only used by the women, but also men, this kind of design is highly favorable among the current millennial generation.



Figure 3. Musa Widyatmojo Collection at the Opening of IFW 2019  
Source: CNN Indonesia, 2019

A part from Ulap Doyo, there are another typical of East Kalimantan decorative pattern commonly used as embroidery motifs in a fashion design. Dayak decorative pattern is basically a combination of a basic pattern that has their respective meanings, then created in various combinations of several basic motifs so that they become a unity with a meaningful series of meanings. In fact, the Dayak motif has almost the same characteristics in the entire Kalimantan region. Whether it's East Kalimantan, North Kalimantan, West Kalimantan, South Kalimantan, West Kalimantan and Central Kalimantan. The hallmark of East Kalimantan Dayak batik is Shaho batik made from silk cloth. Pattern on this batik tends to be different from the other Dayak's batik pattern, where in this pattern depicts beauty and courage. The tendril motif that usually seen in the traditional clothes of Bawin Dayak has the meaning of unity, fertility, and as a symbol of ordinary people. Whereas hornbill's, which have a habit of pairing, have sacred, harmonious, loyal, loving values in daily life. This motif is commonly used in Dayak art activities. This motif is also a distinguishing feature

of other arts in Indonesia. Hornbill motifs can be combined with dragon and tendrils or roots. Hornbill's and dragons symbolizes nature's rulers. Mahatala or Pohotara is the ruler of the natural world which is symbolized as an ivory hornbill.



Figure 4. Ornamental Variations Commonly Used in Dayak Bawin Clothing Designs  
Source: personal document

One of the creation from a migrant designer from Kutai Kartanegara, namely Fanti Wahyu Nurvita at the SMESCO (Small and Medium Enterprises Cooperatives) event in January 2016 (figure 5) is embroidered with typical Kalimantan decorations [8]. This design gives a dramatic and mysterious impression because the embroidery that emerge and combined with strong colors. Fashion like this is also in demand by the millennials, because they are colorful and can be used everyday.



Figure 5. Fanti Wahyu Nurvita Collection at the 2016 SMESCO Fashion Show  
Source: Kaltim.TribunNews.com

Fashion trends for the millennials have their own characteristics, the style that is always used is a style that is relaxed but still able to work or gather with friends at the same time. It can also be said as neat, professional but not boring design. Minimalist, stylist, edgy and cute will always be favored by the millennials. However, aesthetic elements should still be taken into account in the design of a garment. A few trinkets and colors do not rule out the possibility for them to like. Mix and match is another characteristic of the millennials, because they don't like the monotonous style, which must be used every day. For example, tops made from woven or batik combined with jeans. The jeans have been known and familiar for the millenials since they were born are very easy to mix and match. The type of material and the model of clothing that suits the local climate are also very popular among the millennials. These points became the fashion trend for the millenials became a form of self-expression and a reflection of how they dress. Because of these reasons, Ulap Doyo, embroidery, and shoho batik are used in clothing designs that can be used for daily life or combined with another models or clothing materials.



Figure 6. Application of the Final Design of Dayak Ornament Variety in Millennial Generation Fashion Trend  
Source: personal document

## Conclusion

Variety of decorative pattern and traditional cloth typical of the Dayak tribe who take materials and motifs from natural elements around East Kalimantan look very unique and ethnic. Besides, this it is also believed to have influence in everyday life, thus realizing the closeness between humans and nature. These decorative pattern is a cultural heritage of ancestors that must be preserved and maintained by this generation and beyond. Since today, many of the millenials are not using traditional fabrics anymore for they are considered ancient and obsolete, so that fashion designs are encouraged to make more millennial oriented so that they can be used or valued by the next generation. In 2020, IFW and APPMI will held a fashion show with the theme of East Kalimantan culture, that was chosen because East Kalimantan has a diverse decorative pattern of the typical Dayak tribes which has never been used to inspire Indonesian designers and millennials.

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