

COCKTAIL DRESS WITH ULOS SADUM CLOTH AS AN EFFORT TO INTRODUCE SUMATERA TRADITIONAL FABRIC NORTH IN THE PUBLIC

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ABSTRAK

This final project aims to: 1) create a cocktail dress fashion collection design using ulos sadum cloth, 2) find out the process of making a cocktail dress fashion collection using ulos sadum cloth, 3) branding a cocktail dress fashion collection using ulos sadum cloth as a fashion style for the period now to the community. Producing a party fashion collection 1) the creation of 6 cocktail dress party fashion collection designs using traditional ulos sadum fabric which gives a modern impression, 2) the creation of a cocktail dress fashion collection using ulos sadum fabric which underlies the problems in the process of creating party clothing by following fashion trends but still utilizing traditional fabrics, 3) carrying out online and offline branding by participating in a fashion show worn by 6 models and establishing brand social media which received a positive response from the public. Keywords: cocktail dress, ulos sadum, traditional fabric

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INTRODUCTION

Globalization era has many impact for Indonesian cultures have begun to be taken over and recognized by other countries. This is because the Indonesian people themselves are less familiar with, preserve and develop the cultures that exist in Indonesia (Harahap.2020). Community behavior that causes a lack of knowledge of the diversity of cultures in Indonesia and the lack of interest of young people in traditional fabrics in each region can cause traditional fabrics to become extinct. The need for preservation of traditional fabrics so that these fabrics do not become extinct by creating modernization. National and international communities are more familiar with batik fabrics than other types of textile crafts that are still widely available in Indonesia from Sabang to Merauke which have distinctive patterns from their regions (Ritonga et.2024).

Various traditional fabrics typical of Indonesia, one of which is Ulos or often called ulos cloth which is preserved by the people of North Sumatra, especially the Batak tribe, from generation to generation (Septiana et al.,2019). Ulos is a handmade cloth made by Batak women weavers from Tapanuli - North Sumatra. The Batak people in ancient times used ulos cloth as body warming and everyday clothes. In the history of Batak, there is a term "mangulosi" which means warming the body with ulos which is often used by the Batak tribe as an obligation in every Batak traditional party (Sinaga & Dewi, 2022).

Ulos cloth is a traditional cloth from North Sumatra that cannot be separated, especially from the Batak tribe, because ulos cloth is always used at every traditional wedding party, birth of a child, having a new house, death and over time ulos cloth began to be used at various general events of the Batak tribe starting from birthdays, thanksgiving for longevity (saur matua), welcoming important guests such as officials who are given as a sign of welcome and souvenirs (Nainggolan & History, 2015). The aim of preserving ulos cloth is to ensure that it does not become extinct and is known to today's young generation, one way is by creating new styles with the creativity of young people, by creating clothes using ulos cloth with different styles but does not diminish the values contained in the ulos cloth so that it provides benefits (Nathasia Mutiara, 2016). Ulos cloth consists of various types, colours, motifs and sizes, with different functions and meanings. One type of ulos cloth that can be found in society is ulos sadum.

Ulos sadum is an ulos that is identical to the red colour with a very busy gorga motif and a combination of bright colors on each piece of cloth (Sitohang et al., 2023). Ulos sadum is very often found at every Batak traditional party which will be given to the person holding the party as a symbol of joy to the person who is ulosi (Agustina et al., 2016). Ulos sadum has a meaning that symbolizes a form of motivation in the family to always be happy and enthusiastic in everyday life. Ulos has various colours, motifs and types that have their own meanings so that they cannot be used carelessly, with the diversity of ulos cloth starting to be modified not only as a sheet of cloth but also can be used as unique clothes with gorga motifs on ulos.

One of the modifications of ulos that can be developed is by using ulos cloth on party clothes. *cocktail dress* which can be used to attend weddings, birthday parties, and other semi-formal events comfortably and uniquely (Anantha,2020) from the sadum ulos cloth motif which gives a simple and elegant impression attracts people's interest from the ulos cloth motif and bright colours. Ulos can also be combined with various other types of fabrics with more unique designs that will add a prominent impression to the ulos cloth itself. It is not uncommon for ulos motifs to be added with sequins that can clarify the motif on the ulos cloth (Belen Nurcahya et al.,2022). This inspired the birth of *brand Yunique Collection* has a special focus on creating party wear *cocktail dress* using ulos sadum cloth as the main basic material in the party dress collection (Pandansari et al., 2023).

Ulos sadum cloth in this fashion work is due to the lack of public interest in the use of ulos sadum cloth as fashion which is considered cheap fabric because every traditional party event and it is not rare that ulos sadum cloth is only used as a tablecloth, TV cover and so on, besides that ulos sadum is rarely used as fashion because the community more often uses ulos hela and batak tribe's special tumentan to be fashioned because the color of ulos sadum tends to be bright and too many people become less interested in the use of ulos sadum cloth. Therefore, on this occasion, the writer concentrated on making use of ulos sadum cloth in an effort to introduce the traditional fabric of the Batak tribe whose cloth can also be easily found in the community and introduce the uniqueness of the original bright color of ulos sadum to attract the public's interest in ulos sadum so that the utilization of ulos sadum is not only used as household linen but can be used fashion which is interesting and unique

METHOD

Determining the target market in this final project uses a demographic method by grouping consumers based on age, gender, education level, and economic level of the community. By using method, it has been determined that the target market for this product is in the teenage to adult community with an age range of 18 to 35 years. This target also includes women with secondary to higher education levels with middle to upper income levels.

CASE

Using traditional ulos sadum cloth which originates from North Sumatra which has history to describe a happiness, affection, enthusiasm, gifts or souvenirs that relate to the values of daily life in society. Developing the motifs found on ulos cloth can introduce the philosophy of ulos sadum cloth to society. There is a mind mapping to introduce the philosophy of ulos sedum:



Figurex 1. Ulos sadum cloth mind mapping

Cocktail dress party fashion collection using ulos sadum fabric, the source of ideas used by the compiler is the archipelago culture with local wisdom using ulos sadum fabric that comes from North Sumatra. Using ulos sadum fabric as a source of ideas by utilizing ulos sadum motifs, ulos sadum philosophies, natural colors, characters, and typical ulos cultural symbols that are applied to party wear by paying attention to design elements and principles. Ulos sadum which originates from North Sumatra, specifically lake toba and tarutung which is a traditional fabric typical of the Batak tribe is often used by women in the form of scarves, chest covers and lower covers.

Ulos sadum cloth is often used at the Batak tribe's traditional festival which symbolizes as a form of motivation in the family to always be happy and enthusiastic in everyday life. Ulos sadum is also often used as a gift when attending a traditional party given as a symbol of happiness for the smoothness of the traditional party and as a form of prayer given to the family. Ulos sadum has a brighter basic color such as brick red or orange and blue with a variety of colorful decorations and a variety of decorations from beads that are unraveled in the weft thread.

The motif found in ulos sadum is the motif of gorga and colorful flowers with the same red base color. The color used in ulos sadum is dominantly red which symbolizes cheerfulness thus creating a happy atmosphere. Ulos collection is dominated by red with a combination of orange which gives an elegant and graceful impression. This collection contains 6 different designs using satin and organza materials combined with sadum ulos fabric, there are ruffel accents in some collections and sequin decorations on each dress to emphasize the details of the ulos.



Figure 2. Moodboard fashion collection

Application of the source of ideas leads to the philosophy of ulos sadum cloth, which is applied to clothing *cocktail* dress which aims for the sadum ulos cloth to develop so that it is increasingly known to the general public but still pays attention to and understands the philosophical value of the ulos cloth used. There are several elements and principles of design ranging from lines and directions, textures, sizes, shapes, colors, types of materials sources of fashion ideas and ect.



Figure 3. Ulos types of materials

DISCUSSION AND RESULTS

1. Discussion

a. Presentation of Sadum Collection Design

Sketch Design (Sketching Design) Sketch design with body proportions drawn using the application ibis paint Front view from look 1 to look 6 with the source of the idea being the typical Batak Toba ulos sadum cloth.



Figure 4. Sketch design of sadum collection

b. Illustration Design

Sadum's fashion collection follows the red color theme that dominates this collection, but there is an orange color that becomes a variation to add beauty to this collection. This is an Illustration design on sadum college featuring 6 party fashion designs *cocktail* dress using ulos sadum with the addition of accent details ruffling and sequin embellishments:



Figure 5. Illustration design of the sadum collection

c. Production Design

Presentation of production design by displaying complete clothing details with the motif of the ulos sadum cloth that will be used, as well as information on the front and back views according to the design and design proportions.

d. Price Plan

Calculation of the cost of expenditure and estimate of needs with prices products in the production process made through a table that is arranged based on material needs and price.

e. Production Technology

Production technology is a series of stages carried out in the process of creating clothing to create the form of a cocktail dress using sedum ulos cloth which includes machine technology, layers and other requirements.



Figure 6. Fashion Collection Look 1



Figure 7. Fashion Collection Look 2



Figure 8. Fashion Collection Look 3



Figure 9. Fashion Collection Look 4



Figure 10. Fashion Collection Look 5



Figure 11. Fashion Collection Look 6

2. Results

a. Cocktail dress fashion collection design using ulos sadum cloth

The theme of the fashion collection created is based on the theme of the archipelago called "Sadum", The word sadum itself is taken from the type of ulos cloth used in this collection. Ulos sadum is the culture of the Batak community that has developed from generation to generation and is used during traditional events with different functional meanings, the use of ulos sadum cloth in this collection is expected to introduce ulos cloth to be preserved so that it does not become extinct, so that it can be accepted and loved by the young generation, one of them by creating modern fashion made of ulos sadum cloth. The preservation of ulos is also expected to provide benefits to revive community interest in ulo sadum cloth motifs. The process of creating this collection design created six different fashion designs but still related to each other in one theme, namely cocktail dress party wear with ulos sadum cloth. Before making the design, it is necessary to collect inspiration and sources of ideas in the mood board media to facilitate the combination of design ideas in the images to be created. There are three types of designs, namely sketch design, illustration design and presentation design.

Feedback obtained from the creation of a collection with a fashion style utilizing traditional ulos sadum fabric designed to follow a more modern trend by showing the uniqueness of the ulos sadum motif, the basic color of the ulos and the decorations applied give a modern impression to the clothes so that it gets a good response from fashion enthusiasts starting from the design aspect to the finished product of a cocktail dress with ulos sadum. The obstacles or barriers that exist during the creation of this collection are how the process must be carried out carefully so as not to dilute the values contained in ulos sadum, for the rest it continues to apply the elements and principles of design and decoration that are the characteristics of the collection.

b. Process of making a cocktail dress fashion collection using ulos sadum cloth

The process of creating a cocktail dress party dress collection with ulos sadum fabric with the theme "Sadum" through several processes so that 6 products can be created. The following are the stages and steps in the process of making sadum collection fashion products, namely: Making basic patterns, Breaking patterns according to designs from look 1 to look 6, Finding and buying the materials needed for each fashion model, Marker layout and cutting the main material and complementary materials, Grouping each piece according to the fashion design, Attaching special tricot for ulos sadum, Giving pattern marks to the materials is done one by one, The process of producing collections one by one, Decorating each garment with sequins, Finishing each

collection to make it neat, Fitting is done on the model before the event, so that it fits the model's body. After all the processes of creating a collection of cocktail dress party dresses with ulos sadum cloth have been completed, it is continued with a fashion show event, the documentation of which is needed for branding on social media to introduce cocktail dress party dresses with ulos sadum more widely in the form of photos and videos.

c. Branding a cocktail dress fashion collection using ulos sadum cloth as a fashion style for the period now to the community.

Product branding collection carried out by Brad Yunike Collection which produces 6 cocktail dress party wear products with Ulos Sadum fabric using 2 methods, namely online branding and offline branding. Offline branding is done by follow event fashion show. Brands participate in fashion shows with themes “Wonderfull Fashion Show & Art Performance” organized by Ave Production at Slemen City Hall.

Branding strategy to market products and promote products is by introducing products made by the Yunike collection brand specifically for custom-made party dresses, determine the market by analyzing the age of use starting from 12-45 years, namely teenagers - young adults with female gender, while for work, education, and lifestyle and social class are not targeted. So, after that the cocktail dress party dress with ulos sadum in promoting and branding online with social media Instagram, Facebook and WhatsApp business by posting photo or video documentation on social media including descriptions, while offline branding by participating in fashion show events held in malls or public places so that they can be seen directly by fashion lovers and see direct feedback from them on the latest collection of the Yunike collection brand.

The responses obtained both online and offline were positive responses by showing interest in the ulos sadum cloth motif by giving comments on the collection both offline and online from Instagram massages on traditional cloth whose application is on cocktail dress party clothes with ulos sadum typical of the Batak tribe. On Instagram social media, it can be seen from the story comments and insights on each collection photo post. Branding online by utilizing social media such as Instagram, Facebook, and WhatsApp Business accessible to many people with username @Yunike_Collection23. First, Instagram social media used with account name @Yunike_Collection23. An account that contains product photos, product descriptions, and contact information. Branding results can be seen from the insights that can be seen from the account features that get good responses from Instagram visitors. Yunike collection Instagram visitors experienced a drastic increase when they finished following a fashion show, the results of which were posted on the brand's Instagram account which received a lot of interest and interest from people in the brand's latest collection, starting from positive responses that can be seen from Instagram

messages and Instagram reactions and brand collaboration. There is Instagram account for branding product:



Figure 12. Branding online on Instagram

Second, branding product on Facebook social media by using the owner's account got a positive response from facebook users. Judging from facebook message and comments on the post that got good response. There is Facebook account for branding product:



Figure 13. Branding online on Facebook

Third, branding product on whatsapp business used on media uses features catalog on profile and through whatsapp story. Whatsapp business media make it easier for customers to view product catalog directly for product rental. There is Facebook account for branding product:



Figure 14. Branding online on Whasapp Business

CONCLUSION

Party dress design creation *cocktail dress* which utilizes traditional ulos sadum fabric typical of the Batak tribe which has meaning as a form of motivation in the family to always be ambitious and enthusiastic in everyday life. Party fashion design *cocktail dress* using ulos sadum fabric applying line elements and balance design principles (balance), centter of interest, the “A, I and X” silhouette and intended for women aged 12-45 years, application of clothing material texture, application of clothing decoration ruffle and sequins. The production process of cocktail dress party dresses with ulos sadum fabric for young adult women with a series of production processes, namely starting from making price designs, selecting and preparing ulos sadum fabric materials, maxmara satin, vuring erro, which is continued with taking measurements, making patterns with the SoEn system, then marker layout by spreading the material and arranging the pattern on the material, cutting the material according to the size of the seam, and marking the pattern. After going through a series of stages, it is continued with the sewing process using a portable sewing machine with a smooth technique assisted by hand as the final finishing and checking the collection from 1-6. The cocktail dress party collection branding with ulos sadum fabric by following fashion shows and utilizing social media Instagram, Facebook and WhatsApp business by uploading photos and videos of the results of the fashion show which get increasing insight and positive comments from social media users. Following a fashion show is one way of branding to introduce ulos sadum fabric and see directly the response obtained at that time is also positive and interested in the ulos sadum fabric motif.

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