

THE MAKING OF FASHION PRODUCT USING SURFACE TEXTILE DESIGN INSPIRED FROM BANANA LEAF AS BANDUNG TRADITIONAL FOOD WRAPPING

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Abstract Nowadays, many fashion products are inspired by the visual from food. This phenomenon is known as food fashion trends. Generally, fast food becomes the main inspiration for this trend. Bandung as a culinary center since 1941, and as a storefront of Sundanese culture has uniqueness in treating food, such as the tradition of using banana leaf as a dining mat. Utilization of banana leaf continues to be used by Sundanese people until now, especially in traditional Sundanese food in Bandung. Visual of banana leaf food wrappers can use as inspiration of product fashion design. It has a unique color, texture, and various ways to wrap. Until now, not many fashion products that apply food fashion trends are inspired by elements of local wisdom. The author will use fresh banana leaves as well as those processed banana leaf as visual inspiration. The visual character will then be processed by manipulating fabric and digital printing techniques into sheets of fabric which are then processed into ready-to-wear clothing. It is hoped we can provide alternative fashionable fashion products and introduce local wisdom to the broader community.

Keywords: Banana Leaf, Surface Textile Design, Sundanese, Bandung

1. Introduction

Fashion products can be defined as products that have special characteristics and represent a style that is trending in a certain period. Fashion is a sign of a period, often fashion can describe the culture, feelings, thoughts, and lifestyle of a society in a period. The development of fashion products today is increasingly diverse, one of which is the development trend of fashion products that are inspired by a variety of popular foods.

Some fashion products inspired by popular foods have been released to the market, one of the latest is the collaboration of the Fila shoe brand with the candy brand Chupa Cups in early 2018. Also, there is a Dutch designer Rommy Kuperus who since 2015 has focused on designing bags and accessories fashion with various forms of the cake made from clay known as the Rommydebommy brand [1]. The most phenomenal is the Moschino collection in 2014, which was inspired by various fast foods such as McDonald's, Hersey's chocolate, Budweiser, potato chips, and so on [2]. Even from a local brand, there is a Mannequin Plastic brand that has been consistent since its inception and continues to explore popular forms of food into fashion products and fashion accessories. In line with fashion, culinary development is closely related to culture, aesthetics, and culture that develops over a certain period [3].

Food has been used as an identifier to show the uniqueness of an area at a certain period. One of the cities in Indonesia known as a food paradise is the city of Bandung. As a tourist city, the city of Bandung offers a variety of shopping and culinary tourism destinations. Bandung is well known as a culinary paradise since 1941, according to cultural expert Haryoto Kunto [4]. A wide variety of foods developed in the city of Bandung, especially Sundanese food and traditional snacks [5]. Along with the times, many traditional foods and snacks that have been developed according to the times that are combined with the current popular tastes and even deliberately combined with the types of popular foods today [6]. This potential was raised by the author to be developed into inspiration in making fashion products.

Of the many fashion products that are inspired by food, they generally raise popular food as the main theme. But through this research, the writer tries to raise Bandung's special food as the main inspiration in his work. Besides being the main potential of the city of Bandung, through this work this writer wants to introduce traditional foods and traditional snacks of Bandung. This research is limited to making exploration on cloth sheet with surface textile design techniques, to get a visualization of shape, color, or

texture resembling the traditional foods and traditional snacks of Bandung. At the end of the study, the author will analyze and make recommendations for its application for fashion products.

2. Methodology

The methodology is a qualitative methodology, including the method of literature study conducted by the author to strengthen the problem as well as a theoretical basis for conducting research. References that writer use is from books, journals, and internet sites or relevant documents. Then do the observation method which is directly observing the types of traditional foods in Bandung. And the interview method with one of the speakers, Mr. Mamat Sasmita as a Sundanese culture expert. Finally, the exploration method, the writer explores surface textile design techniques to produce optimal textile sheets for designing fashion products.

3. Result






Experiment carried out has 3 stages, the first is determining inspiration in design. The writers chose banana leaf as the main inspiration because the banana leaf is the most frequently used element in almost every traditional food and snack in Bandung. Besides the method of wrapping using banana leaf is also interesting to be used as inspiration.

The next step is to find the right colors of banana leaf that are commonly used for wrapping. Based on observations, the banana leaf that is used as wrappers have several types, the first is fresh unripe banana leaf, then the next is steamed banana leaf and the third is burned banana leaf.

The techniques used in this research are digital printing and manipulating fabric. The initial step is to look for colors that resemble banana leaf by scanning the banana leaf and then editing them using Adobe Photoshop and printing them using digital print on the selected material. This process can produce a pseudo texture, to be more optimal, then at the last stage the writers add manipulating fabric by pulling fabric fibers using spiky objects which are etched into fabric fibers, and the results cause an effect arising to make the texture more optimal and real.

The material used is satin. Because after conducting direct experiments on several materials such as organza, cotton, scuba, and canvas, it failed when printed. The most optimal result is satin because it best displays the character of the banana leaf which is techniques used in this research is digital printing and manipulating fabric. The following is a table that explains the results of exploration:

Tabel 1. Experiment Result

No	RESULT	DESCRIPTION
1		Inspiration: Fresh banana leaf Technic: Digital printing & manipulating fabric. Material : Satin
2		Inspiration: Steamed banana leaf Teknik : Digital printing & manipulating fabric. Material : Satin
3		Inspiration: Burnt banana leaf Teknik : Digital printing & manipulating fabric. Material : Satin
4		Inspiration: Fresh banana leaf Teknik : Digital printing & manipulating fabric. Material : Satin
5		Inspiration: Burnt banana leaf Teknik : Digital printing & manipulating fabric. Material : Satin

Based on the results of exploration, it was concluded that:

- Exploration results that represent fresh banana leaf are more optimal using the RGB format and results that represent steamed leaf using the CMYK format.

- To produce a pseudo texture that can represent the texture and the banana leaf bone can be achieved by scanning a real banana leaf and transform into a pattern by software
- The most optimal techniques for visualizing banana leaf visuals as wrappers are digital printing techniques (for pseudo color and texture of leaf bones) and manipulating fabric (for adding real texture to leaf bones).
- The most optimal material is satin fabric because when drawing (using sharp objects (scissors) the leaf bone in the surface, the satin fabric will resemble look-alike leaf bones.
- The writers then choose exploration result with the soft green color for applying on the product because the banana leaf for the wrapper is commonly uses fresh banana leaf.
- For experiment results that representing steamed the banana leaf using a more yellow color tone, so that it resembles the original color.
- For experiment results that represent the burnt banana leaf, the composition of the burnt effect pattern is more optimal used repetition pattern than single burnt effect pattern
- For manipulating fabric textures with scraping techniques to realize bone detail, the scratches on the material must follow the fabric fibers in the width of the fabric. Because if the wrong direction of the fiber will not come out the effect arises, it will damage the fabric.

• **Product Sketch**



Figure 1. Product Sketch

• **Prototype**



Figure 2. Prototype 1

This product consists of tops and bottom. On the top has a folded accent that is inspired by the folds of banana leaf wrappers which are commonly called pincuk. The fabric (green colour) taken from exploration no. 1 inspired by fresh banana leaves.



Figure 3. Prototype 2

This dress has a folded accent tin the center that is inspired by the folds of banana leaf wrappers which are commonly called pincuk. We made a dress so that it can represent the leaves that are fully wrapped. The fabric (green colour) taken from exploration no. 1 inspired by fresh banana leaves.



Figure 4. Prototype 3

This product consists of tops and bottom, plus hand bag. On the top has a folded accent that is inspired by the folds of banana leaf wrappers which are commonly called pincuk. The fabric (old green colour) taken from exploration no. 2 inspired by steamed banana leaves.



Figure 5. Prototype 4

This product consists of tops and bottom plus hand bag. On the arm side has a folded accent that is inspired by the folds of banana leaf wrappers which are commonly called pincuk. The fabric (green colour) taken from exploration no. 5 inspired by burnt banana leaves.

4. Conclusion

- Besides fast food, traditional food and elements related to it can be used as inspiration in the design, such as the banana leaf as a wrapper of traditional Bandung food. Apart from the fact that most of Bandung's traditional foods use banana leaf as wrappers, the technique of folding wrappers using leaf is very varied making it potential of being used as an inspiration.
- To make it easier in the design process, you should choose a unique characteristic from the inspiration object. Also, the selection of the right fabric and technique is very important.
- The color of the leaf is very varied and based on the results of observations and surveys, the color of the leaf that is often used as wrappers are the colors of the fresh leaves. The banana leaf that is used for wrapping is not only a fresh leaf but also the processed leaf by steaming and grilling.
- To realize the color and texture of the steamed and burnt leaf is done by digital printing on fabric material and experiment of manipulating fabric so that it can represent the leaf texture properly.
- If it is to be produced in large quantities, it is advisable to make additional tools such as handles

for pointed objects that have been set with a certain size and distance according to needs, so that when scratching the fiber for the arising leaf bone effect can be done faster and make it easier to make the composition

6. The composition of the effects of the burnt leaf can be arranged to be developed more varied, such as mirroring, compose with different size, and coloring

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