

‘Maenpo Cikalong Souvenir for Cianjur society’

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Abstract Maenpo Cikalong is one of traditional martial art from Cianjur, discovered at 19th century by Raden Haji Ibrahim. Currently, Maenpo Cikalong is well known among martial arts practitioner, indicated by a practice site that held in Jakarta, Bandung, Yogyakarta, Semarang, Malang and also Singapore. The recognition of Maenpo Cikalong outside Cianjur is interesting because there is still a lot of Cianjur society do not recognize it even though there is a slogan ‘Maos, Mamaos, Maenpo as a cultural tradition. Tauco, mochi, sate maranggi and also sweetmeat is Cianjur traditional culinary souvenir, one of the functions of a souvenir is a reminder for a place, memory or interesting culture from one place or another. Lack of awareness about Maenpo Cikalong among Cianjur society could be improved by make it as a theme for souvenir. The method is using a daily things as a souvenir, it was made to improve visual memory of Cianjur society, hopefully, it also could make Cianjur Society interested and want to learn further about Maenpo Cikalong without reducing the noble traditions.

Keywords *Maenpo Cikalong, Souvenir, Visual Memory, awareness*

1. Introduction

Maenpo Cikalong is one of traditional silat from Cianjur West Java that was found 19th, it was discovered by Raden Haji Ibrahim who is known as a silat and religious expert. Based on uncomfortable feeling with the harmful character of silat that discord with R.H Ibrahim conviction, he was believed that human is not allowed to hurt each other meanwhile they had to defend themselves if someone disturbs.

In the early period, Maenpo Cikalong is closed to the public, the practice is held inside the house and stopped if someone is coming. Cianjur has a slogan called ‘*maos, mamaos, maenpo*’, it means although it closed at the first time, Cianjur society has known if *maenpo* is one of their tradition beside *maos* (recite Al Qur’an), and *mamaos* (Cianjur traditional art *kecapi suling*). Unlike *maos* and *mamaos* that have been practised daily in Cianjur society, maenpo was less known, a lot of people do not know what is maenpo even they were lived at Cianjur.

The nescience of maenpo can be caused by the closed character of it, along with the time, R Azis Asy’arie which are known as one of the maenpo Cikalong practi-

tioners who care about the continuity of maenpo begin to acquaint maenpo to the society at 2006 until finally the maenpo well known outside the Cianjur.

Even now the maenpo is well known, there is still an effort to introduce more to Cianjur society because a part of them is unaware of it. Yogyakarta is one of the cities in Indonesia besides Bali that well known for the traditional culture that still exists.

The existing of it is not only because of the people practice it every day, but there was an admiration came from people who visit Yogyakarta if they wear or use a souvenir from Malioboro or Beringhardjo that have an image or words using Yogyakarta’s culture, iconic place, iconic thing, etc.

The souvenir is not only giving admiration to whom that wear or using it, but also bring sustenance to the one who produces, sale and others who envolve surrounding it. If Yogyakarta success with it, why can’t to Cianjur.

2. Literature and theoretical review

2.1 Souvenir

A souvenir is one of the favourite things that are waited from someone who goes to abroad or something that been looking for if we go to a tourist attraction. According to

the Indonesian big dictionary book, a souvenir is a thing that could be take away home by someone who travels to some-place as a memorial object. A souvenir can also be a gift, promotional items or selling goods, we can promote a place, sport event, a company, or others with making a souvenir.

The function of a souvenir is for a remind someone to a place that has been visited, companies that work together, or something interesting about people. The memories aimed at a thew that can be in the form of :

1. Landmark: a visual symbol that identified a city or a place according to specific things that not in other places, it can be things that used to mark a place.
2. Culinary: a specific food that only exists in the county like example: *coto makasar, empal gentong, lumpia, etc.*
3. Attitude: a hospitable society can be remembered for a long time and also made people come again and again.
4. Cloth: every place in Indonesia had a traditional cloth that specified to a county like example: batik Solo, batik Garut, Ulos, Songket, etc.
5. Sport: sport is well known in the world both a traditional or popular one like example: soccer, basketball, tennis, formula one, etc.

2.2 Visual memory

We can be happy only by imagine ice cream, we also could cry if we lost someone even it happens a long time ago. A memory could keep something good or bad with easy, a memory is a subject for cognitive psychology, how someone feels, process, save and respond the information is how the cognitive psychology work. Memory is stored in a three-way system that is:

1. Sensorical memory: related to the human senses, a human had a visual (vision), audio (hearing), etc. the character of this memory is a short term memory, it can disappear soon as something that is felt dissipate. The sensorical memory has a huge capacity to store huge information but it can be lost in 1/10 second and completely gone in 1 second. The existence of this memory is important for human life, its function is to select which memory can be stored and which is not.
2. Short-term memory: this is the next step after sensorical memory, the period is longer than sensorical memory as long as we keep thinking about it. Most of it will be lost and the remaining will be transmitted to long-term memory. It will disappear in 10-20 second if we are not

attending to that memory. The capacity is limited, no more than 10 memories that can be stored at once, if there is a memory came from sensorical memory, the memory inside the short-term memory will be pushed out. There are three separated units in short-term memory:

- a. phonology loop, this unit stores and recalls the words that were thought at the time for two seconds (Baddeley, 1975).
 - b. visuospatial sketch pad, this unit plays a role in forming a mental image of something, also for spatial tasks.
 - c. central executive that integrating information from phonology loop and visuospatial as a part of long-term memory.
3. Long term memory: it had permanent, last a long time and unlimited capacity. All of the information stored here although it was not thought.

Not all of the information can be saved in memory, a human had limitedness that caused by:

- a. Age, at 10-14 years is the sharpest memory that human had, the memory prevails to mechanism memory and sensing impression. A logical understanding of memory evolves at 15-50 years.
- b. Fatigue, illness and lack of rest.
- c. Emotion, someone can remember something if it touches the feeling.
- d. Interest and motivation, someone can remember the most favourite thing compared to dislike.

A souvenir is a various visual product that had a memory function, when someone bought it, it expected the memory would be saved and made a curious about further information behind the souvenir.

3. Research Method

3.1 Analytical technique

The Analytical technique uses the qualitative method, how to identify a character of maenpo Cikalong from the gesture, movement and personage. Analyze what the most popular souvenir among the society not only in Cianjur but also in another county.

The next process is to make a sample of the souvenir design, make an assessment by the authorized personage of maenpo Cikalong. The assessment needs to be done by the

elders because there is a sign that must be obeyed. The signs are about the philosophy of maenpo Cikalong and another unwritten rule that only the elders know well.



Figure 1. fixed design for special T-shirt design, using personage of Maenpo Cikalong.



Figure 2. fixed design for generic T-shirt design, using one of maenpo movement.

3.2 Development

The idea is to make a souvenir that can attract people to own it and had a curiosity about the story behind without breaking the tradition and norm of maenpo Cikalong. The designs take a theme about general maenpo Cikalong that not only well known among the practitioner but also the public. The closed character of maenpo Cikalong at the past was still trying to preserve with the intention of respect the elders. The modern side is taken from a fancy and functional souvenir.

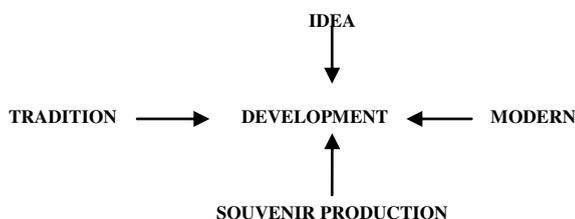


Figure 3. The Souvenir Design Flow Chart

The enhancement of visual memori is influenced by:

- a. Age
- b. Physical condition
- c. Emotion
- d. Interest and motivation

This souvenir is made for 15-50years old, in this range human can catch the impression behind an object, good health condition, and still well remember about the information that can be saved at sensorical memory, short term memory, and long term memory. The visual memory also increases if someone highly interested in something, he will do anything to meet their needs and motivated to do the best.

4. Result and discussion

4.1 Personage of maenpo Cikalong souvenir design

The final design of the souvenir took a maenpo Cikalong personage as a theme, one of the personages is R Azis Asy'arie who known as one of heir and also the master who teaches maenpo Cikalong at Jakarta, Bandung, Semarang, Yogyakarta, Malang, and Singapore, besides at Cianjur itself. Using R Azis as an icon not because he was culted but because his closeness not only with the Cianjur government but also the society, hopefully with using R Azis as a theme, the memory about maenpo Cikalong will appear and it stored at sensorical memory, short term memory, and long-time memory. The souvenir with R Azis as personage is specifically for Cianjur society who know maenpo but yet to learn. if someone wants to know further, they can come to R Azis practice site. It is doesn't matter if we do not use R H Azis as an icon, but if we use another, there are a little bit more elders that still life and practice maenpo in their daily life, so the people would not notice it.

The material of the souvenir uses a soft screen printing material, unobtrusive, durability and elegant. The result from this material is an image with a smooth colour, unvivid but inviting people to watch closer and when they know it, they will understand what it is.

The other design use *jurus* as the first move of maenpo Cikalong, although it was simple there's a deep meaning contained. The goal is to make people curious about maenpo Cikalong. The material for this souvenir is different, using a vivid one to makes it brighter, it set to connect people to silat

and ask about the genre and then try to browse further about maenpo Cikalong.

4.2 Types of Souvenir

The type of the souvenir is:

- a. T-Shirt
- b. Mug
- c. Pin
- d. Pen

All of those uses R Azis and Jurus as souvenir illustration, the selected item is chosen because of the function. People using a t-shirt, mug, and pen in daily activity, a pin is used for gift and collectable.

Souvenir is made for remain, identical with a tourist attraction, culinary, sport, cloth, tradition etc., maenpo Cikalong Souvenir is made for remaining people to maenpo Cikalong, people memory intensively strengthened by visualization of it. The visual approach is used to increase sensorical memory, short term memory and long-time memory.

5. Conclusion

Maenpo Cikalong is well known outside Cianjur, though there's still a part of Cianjur society who don't know it, produce a souvenir is an effort to remain Cianjur society to maenpo again.

Souvenir made to remind a place, tourism, culinary, sport etc. It also made to promote, gift or sale. Maenpo Cikalong souvenir made to increase knowledge through visual, this method can increase a sensory memory, short and long term memory.

Using daily thing as a souvenir used to get closer Maenpo Cikalong to people intensively, the theme of the souvenir also use a character and movement from maenpo to prove maenpo is one of Cianjur cultural identity that can be learned and conserve.

The character of the souvenir material reflect the maenpo character (R H Azis Asy'arie's maenpo), it was humble, undanger, and maintain hospitality.

With the souvenir made with Maenpo Cikalong character, hopefully, the people of Cianjur would be proud to one of their cultural identity. It also provides economically opportunities.

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