

Work Uniform Model Design With North Sumatra Local Cultural Motivations In CV Syafri, Indonesia

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Abstract. Fabric is a cultural product of Indonesian fine arts born from the richness of diverse arts. North Sumatra is an area rich in ethnicity. In order to achieve the goal of preserving works of art in the form of cloth, it is necessary to design a cloth motif design with elements of decoration typical of North Sumatra, namely Malay, Toba Batak, Karo Batak, and Mandailing. The results of the design are expected that the use of various ethnic motifs of North Sumatra is feasible to be produced into fabric products so that it adds to the distinctiveness or repertoire of Indonesian fabric models and is then applied to work uniforms for various companies. This study uses a qualitative method, with a descriptive observation research model to determine the process of designing the visualization of a typical regional work uniform model. This research produces outputs in the form of: product prototypes of work uniform models with cultural motifs from the North Sumatra region, and Intellectual Property Rights.

Keywords: Design, Work Uniforms, Local Culture, North Sumatra

1 Introduction

Fabric as one of the handicraft products is a cultural asset that needs to be preserved in an effort to preserve regional specialties that have artistic, philosophical, and economic aspects. interested by the people of Indonesia. This effort is not easy, of course it requires a really good effort through the development of technology and product design of ethnic fabrics from the North Sumatra region which so far have not been touched as objects of fabric design development.

North Sumatra consists of various ethnic groups namely Malay[6], Batak Toba, Simalungun, Batak Karo[10],[11] Pakpak Dairi, Coastal, Mandailing and Nias which have diverse cultures and customs. Cultural conditions and local wisdom and diverse customs are the embodiment of a philosophy of life that gives birth to a wealth of various motifs [4], [5], [7] which can be applied to handicraft products such as local fabrics, carvings and other handicraft products. The development of designs[2], [4], [5], [12] regional specialties by utilizing ethnic ornaments in North Sumatra, in this case narrowed to the four dominant North Sumatran ethnicities namely Malay, Batak, Karo, and Mandailing. used as an attractive work uniform motif as a cultural product of the Indonesian people which in addition to having artistic and philosophical aspects also has an economic aspect as well as an effort to increase added value and competitiveness for Indonesian fashion products.

The PoliMedia Graphic Design study program deems it necessary to play a role in introducing the design of uniform motifs typical of the North Sumatra region by utilizing the

development of printing technology and making work uniforms [3], [4], [5] besides being able to maintain cultural values and love for local products with a blend of new and interesting uniform motifs. Therefore, this study aims to design various models of work uniforms by elevating the local cultural motifs of North Sumatra in CV Syahfri, Indonesia.

2 Research Methods

2.1. Research Approach

This study applies a descriptive qualitative method through the design of fabric motifs with decorative elements typical of North Sumatra in the design aspect. North Sumatran ornaments are very varied because they come from various ethnicities with such plurality conditions, it is necessary to develop designs that meet the demands of consumers for the design of typical North Sumatran motifs.

2.2 Research Sites

This research will be conducted at the Graphic Design Study Program, Creative Media State Polytechnic, Jl. Guru Sinumba No. 6 Medan and CV Syahfri, Jl. New Pandu No.64. Medan

2.3 Research Objects and Subjects

The subject of this research is Creative Industry Business Actors in the fashion sector, namely CV Syahfri. While the object of research in this study is the motifs and design patterns of work uniforms taken from the typical variety of the North Sumatra region, namely the Malay, Batak, Mandailing and Karo tribes.

2.4 Research Procedure

The research procedure for the typical work uniform of the North Sumatra region uses 3 stages, namely as follows:

1. Identify problems and needs.
2. Data collection
3. Sorting. Motifs typical of the North Sumatra region
4. Work uniform design

2.5.Data Collection Techniques

This data collection technique uses interviews, observations and literature studies regarding the motifs and patterns of work uniforms with a typical North Sumatran local culture, namely the Malay, Batak, Mandailing and Karo tribes.

3. Result and Discussion

3. 1. Designing a Work Uniform Model with North Sumatran Local Culture

The following is a step-by-step process in making a work uniform model by elevating the local culture of North Sumatra:

1. Strategy for Designing Work Uniform Models With North Sumatran Local Culture

The creation of a work uniform model by raising the local cultural motifs of North Sumatra was first carried out, namely by observing the tailor industry, then conducting direct interviews with Syafri's tailors and conducting a literature study to find out references to the local culture of North Sumatra.

Information about the work uniform model and local cultural motifs of North Sumatra has been collected and then determines the concept of the design of the work uniform model by combining the local cultural motifs of North Sumatra. The research team designed a modern

and elegant work uniform model with a combination of local cultural motifs with the intention of not reducing the meaning of these motifs.

2. Work Uniform Model Design Concept With North Sumatran Local Culture

The following are some elements of the concept of the work uniform model by raising the local cultural motifs of North Sumatra:

1) Motif Specification

The motifs used in making work uniforms by elevating the local culture of North Sumatra only take 4 regional motifs, namely the regional motifs of Malay culture, Karo Batak, Toba Batak, and Mandailing Batak and each region made 2 types of work uniform models (a total of 8 work uniform models).

2) Work Uniform Design

In the design of work uniforms, namely shirts with long or short sleeves combined with ulos or songket motifs from the local culture of North Sumatra on the collar, wrists, buttons, shoulders and others so that the work uniform becomes a combination of work uniforms. and regional motifs. It can be seen in the image below:

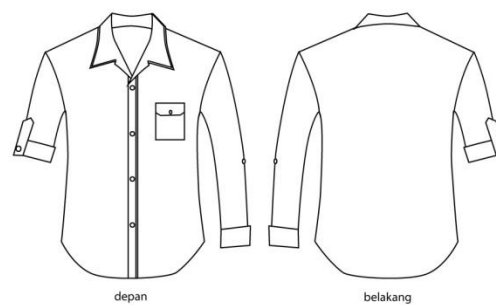


Figure 1. Work Uniform Sketch



Figure 2. Determination of North Sumatran Local Cultural Motifs on Work Uniforms

3. Stages of Implementing Work Uniform Models with North Sumatran Local Culture

After carrying out several stages of design, the Research Team then carried out the implementation stage for making a uniform work model. This stage carries out the process of

making Tenses educational cards using the Adobe Photoshop CS 6 application. Below is the process of making Tenses educational game cards using the Adobe Photoshop CS 6 application:

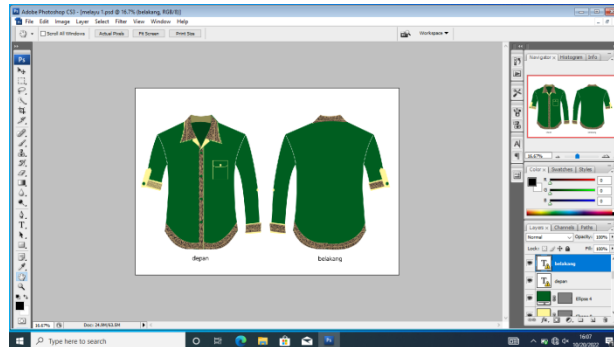


Figure 3. The Process of Designing a Work Uniform Model With North Sumatran Local Culture

4. Visual Display of Work Uniform Models with North Sumatran Local Culture

The following are the results of the visualization of the work uniform model with the local culture of North Sumatra, as follows:



Figure 4. Deli Malay Motif Work Uniform Model



Figure 5. Deli Malay motifs



Figure 6. Batak Toba Motif Work Uniform Model

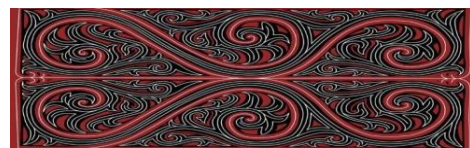


Figure 7. Batak Toba motifs



Figure 8. Batak Mandailing Motif Work Uniform Model



Figure 9. Batak Mandailing motifs



Figure 10. Batak Karo Motif Work Uniform Model

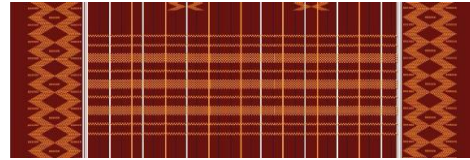


Figure 11. Batak Karo motifs

4. Conclusion

There are quite a lot of ethnic motifs from each region, so the researchers only did 2 types of work uniform models in each ethnic group, namely 2 Malay cultural work uniforms, 2 Toba Batak work uniforms, 2 Mandailing Batak work uniforms, and 2 Toba Batak work uniforms. It is hoped that the agencies in North Sumatra will make work uniforms based on their respective regions as a characteristic or icon of the area.

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