



MEDIA EXPLORATION AS PRODUCT DEVELOPMENT OF OBI BELT PAINTINGS AT AGUNG BALI COLLECTION

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ABSTRACT

This internship/practical work program is implemented to provide opportunities for students to choose their interests and prepare students to enter the world of work. Obi belt is a textile product from Japan that is used as a belt to keep the kimono neat and tight. Product development is a strategy and process used by companies to create new products, improve old products, or increase the usefulness of products to existing market segments on the assumption that customers want new elements about these products. The purpose of this internship is to identify the strategy and process of product development at Agung Bali Collection. The method of implementation in this MBKM Internship / Work Experience Program students will be involved in various practical activities, such as direct observation of the fabric weaving process, how to design fabric designs and techniques used in the manufacture of woven fabrics and also need to know how the marketing system is carried out in the industry at Agung Bali Collection. Data collection used to find information and data in this internship is through interview, observation or observation, documentation and literature. The results of the MBKM internship program are in the form of knowledge, skills and technology transfer. The principles of knowledge, skill and technology transfer can lead to new innovations in obi belt products. The products made by Obi Belt are unique, special and certainly different from other products on the market. The transfer of knowledge, skills and technology gained at Agung Bali Collection greatly facilitates the creation of new innovations in obi belts.

1. INTRODUCTION

The Merdeka Learning Program at Merdeka Campus is an innovation to improve the quality of education in higher education to improve the quality of human resources. Campus Merdeka is a form of learning in higher education that is autonomous and flexible to create a learning culture that is innovative, non-restrictive, and responsive to students' needs. The MBKM Internship/Work Experience Program is one of



the activities designed to give students the opportunity to apply the knowledge they have learned in the classroom to the real world of work.

Product development is a strategy and process used by companies to create, improve, or extend the usefulness of products to existing market segments, assuming that customers want new elements about the product. Consumers who are constantly changing their tastes and demands and are not easily satisfied require companies to think creatively and critically when responding to market demands. Through product innovation and modification, companies can create more creative products to meet consumer needs. States that product development, whether new products, improvements, modifications, or brand development, is part of the company's efforts to create products that can dominate the market and satisfy consumers [1].

Obi belt is a Japanese textile product. It is used as a belt to keep the kimono neat and tied. The cloth belt known as the obi has been in use since long before the creation of the traditional Japanese dress. The word "obi" itself comes from the Japanese word "obiru" which means to wear. While the obi was originally just a piece of cloth tied around the waist to carry weapons while hunting, it has evolved to be used with various types of modern clothing such as dresses or blouses.

Agung Bali Collection is the partner chosen by the author for the internship/work experience program of MBKM, a company that is engaged in the creative economy. The company focuses on innovation and development of ikat weaving or endek fabric design using ikat, airbrush and surface design endek techniques (adding ornaments to the surface of the endek fabric). Agung Bali Collection is known for its woven products featuring Balinese and natural motifs such as flowers and animals, which are then developed with the addition of surface design techniques.

Explains that surface design is a design that is applied to the surface of an object to beautify or enrich its appearance, thus improving its visual and functional aspects [2]. Surface design is considered an ornamental design technique in textiles that focuses on adding aesthetic value to the finished fabric, starting with a plain fabric that is then decorated with ornamental (decorative) techniques. Agung Bali Collection has a product advantage in the form of endek surface design using the canting massage painting technique, this technique involves a special tool in the form of a plastic bottle with a sharp tip filled with glitter paint. The paint is applied to the medium by massaging or pressing. This massage canting painting technique adds uniqueness to the endek fabrics developed by Agung Bali Collection, increasing the marketability of their products. In addition to endek fabrics, Agung Bali Collection also sells other products made of endek fabrics, including obi belts.

Exploration, which comes from the English word "explore" meaning to explore or investigate, refers to the activity of discovering and researching something new. Exploring media in the context of fine art means seeking new innovations in the use of materials, tools and techniques, resulting in innovative and unique works. A company's product development exploration activities are designed to find new ideas that are more profitable and have the potential to support the company's sustainability.

Product development is in need of creators who do the design and production of the work, which can be done by anyone who has artistic value and creativity. The author will develop a product from the Agung Bali Collection by selecting an obi belt to be developed by adding surface design, massage canting painting technique. The author made this obi belt innovation as one of the art product references that can be used as a business opportunity and can enhance the spirit of creativity in making and developing a product that has its own characteristics.

2. METHODS

2.1. Implementation Methods

Students in the Merdeka Learning Campus Merdeka (MBKM) program participate in an internship/work experience at Agung Bali Collection for 16 weeks. This internship program runs from March 2024 to June 2024, in accordance with the company's work schedule, which is every day from Monday to Saturday, from 10:00 to 16:00. Students are expected to abide by the established rules while performing their duties. Students are also expected to contribute to the partners, both in the form of creative ideas, increasing the efficiency of the production process, and new innovations in the products produced by the industry. Throughout the internship, students will be supervised by industry supervisors, while supervisors will conduct regular monitoring and evaluation through student reports and direct evaluation sessions. Ensuring that students make meaningful progress during the internship is the purpose of this supervision.

2.2. Data Collection

As for some of the steps taken by the author in completing the data needed to prepare the final report of the internship/work experience, among others:

2.2.1. Interview Method

According to [3] an interview is a conversation that has a specific purpose and involves two parties, namely the interviewer who asks questions and the interviewee who provides answers. Information gathered through interviews can be used to supplement data in preparing the final report of the internship or practicum, as well as to assist in gathering information to complete projects in the field.

2.2.2. Observation Method

Observation is an everyday human activity that uses the five senses as its main tool, according to [4] The observations were recorded, and then there would be an analysis of the notes. The author makes direct observations to the project site to understand the conditions of the problems encountered in the field more clearly, so that the data obtained will be more complete, sharp, and to the level of knowing the meaning of every visible activity.

2.2.3. Documentation Method

[5] explains that documentation in a broad sense includes the activities of collecting, processing, selecting, analyse, and evaluating all data, information, and documents related to a particular activity, event, or work. The results of this documentation can be published via electronic or print media and then stored in an organized and systematic manner.

2.2.4. Literature Method

The literature method involves collecting data from a variety of sources, such as scholarly books, research reports, articles, websites, and literature from journals and articles relevant to the final internship report. [6] explains that "literary studies are related to theoretical studies and other references related to values, culture, and norms developed in the social situation under study".

3. RESULTS AND DISCUSSION

3.1. Transfer of Knowledge

The MBKM internship program provides many benefits for students, because the knowledge gained during the internship is different from that obtained in lectures. Nevertheless, the knowledge from lectures is very helpful in carrying out internship activities, and this knowledge is further developed along with the experience gained during the internship, which prepares students for the world of work. The knowledge gained on campus supports students in carrying out internships or work practices at Agung Bali Collection, such as:

3.1.1. Basic knowledge of art elements and principles

Knowledge of the elements and principles of fine art is crucial in assisting students during their internship in the weaving industry. Each of the elements of art is interconnected and contributes to the creation of an aesthetic work of art. In addition, this understanding also allows students to be more creative in designing designs that are aesthetically pleasing as well as in accordance with the needs and characteristics of the desired products in the industry.

3.1.2. Design creation knowledge

Students can develop design skills acquired on campus to create unique and attractive endek fabric motifs in the weaving industry. This experience helps students apply the knowledge learned and face technical and aesthetic challenges in the industrial world, preparing them for careers in design and fine arts.

3.1.3. Knowledge of the importance of the use of natural materials

Students need to understand the importance of using natural materials to protect the environment, especially to avoid the dangers of synthetic dyes that produce hazardous waste for nature. In the Agung Bali weaving industry, the use of natural dyes and Eco Enzyme as a color enhancer helps reduce environmental pollution. Eco Enzyme itself is an active ingredient derived from organic waste that is used in the production process to improve the color quality of endek woven fabrics.

3.1.4. Knowledge of Endek fabric production

Students will learn the stages of making woven fabrics, from planning, selecting materials, creating motifs, dyeing, to the final process of making the woven fabric itself. The woven fabric of the Endek is a cultural product that was originally worn only by the elderly and by the nobility. These fabrics are believed to have magical powers to provide advice, guidance, hope, and even healing. The name "Endek" itself comes from the Balinese word "gendekan" or "ngendek", meaning still or fixed, referring to the process of making the fabric where the knotted and dyed threads do not change color. Two types of yarn, warp and weft, are used in the manufacture of woven fabrics, each of which has a different function.

1. Warp Yarns

Warp is a woven thread that runs parallel (usually lengthwise) and does not move because it is tied at both ends. The weft thread is tucked into this warp.

- a. Dyeing (the process of adding color to warp yarns as needed).
- b. Ngelos (the process of repairing the spools of yarn so that they are not tangled and ready for the next process).
- c. Spinning the yarn with a mehani machine (the process of winding the yarn to make a warp).
- d. Nyucuk (the process of inserting one thread at a time into the loom).



Figure 1. Dyeing

[Source: Personal documentation, 2024]

2. Feed Thread

The weft threads are the threads that are inserted across the warp threads during the weaving of a fabric.

- a. Ngelos (the process of repairing the spools of yarn so that they are not tangled and ready for the next process).
- b. Mempen (the process of rolling the yarn to the planter for the production of the weft yarn).
- c. Making motif designs.
- d. Ngiket (the process of making designs by tying threads of raffia).
- e. Basic color dipping
- f. Nyatri (the process of coloring the opened design with a wooden brush).
- g. Nyepih (the process of separating the dyed yarn into a new skein of yarn).
- h. Ngicir (the process of spinning yarn onto pallets using a Jantra machine).
- i. Weaving is the final step in the production of woven fabrics. The prepared warp and weft yarns are woven using Alat Tenun Bukan Mesin (ATBM) to produce the desired fabric pattern.



Figure 2. Ngiket

[Source: Personal documentation, 2024]

3.2. Transfer of Skills

The skills that will really be honed and acquired during the implementation of this internship/practicum work are such as the following:

3.2.1. Communications

The ability to communicate well is very important as it helps in various aspects of life. Through this internship, the author gained a lot of new knowledge by communicating with people in the weaving industry.

3.2.2. Teamwork

Students learn the importance of working together to achieve a common goal. In the weaving industry, teamwork improves time efficiency, maintains work quality, increases productivity and encourages innovation.

3.2.3. Fabric patch waste utilization

Students can hone their skills by using patchwork waste from fashion production at Agung Bali Collection to create art or handicrafts to reduce inorganic waste and pollution.

3.2.4. weaving skills

Students learn and master traditional Balinese weaving techniques directly from experienced artisans, including the process of spinning, dyeing, and weaving yarn into beautiful fabrics.



Figure 3. Weaving process
[Source: Personal documentation, 2024]

3.3. Transfer of Technology

The students gained knowledge about different aspects of technology during their internship at Agung Bali Collection, such as:

3.3.1. Surface design development

Students will have the opportunity to learn about surface design product development developed by Agung Bali Collection. Surface design is an innovation with the addition of prada carving motifs on endek fabrics with beautiful massage media. This massage carving technique has a raised texture on the fabric, which makes the fabric more beautiful and striking.



Figure 4. Surface design
[Source: Personal documentation, 2024]

3.3.2. Marketing technology

In addition to the production aspect, the students also learned about the digital marketing technology used by Agung Bali Collection to promote their products. This includes the use of social media, e-commerce and other online platforms to reach a wider market.

3.3.3. Weaving technology

Students are given the opportunity to learn and differentiate how different looms work. Along with technological advancements, many traditional looms have been modernized with the use of machines such as Alat Tenun Bukan Mesin (ATBM), Mehani machines, Jantra tools and Kelos machines. This update is designed to make the production process easier for craftsmen, speed up production, and increase the company's efficiency and production capacity of woven fabrics.



Figure 5. ATBM
[Source: Personal documentation, 2024]

3.4. Analysis

This apprenticeship/work practice applies the principle of transferring knowledge, skills and technology. The transfer in question is the use of various things learned and practiced on campus to solve various problems in real projects assigned by partners. The author successfully applied various principles of knowledge, skill and technology transfer in a product work of obi belt, which is a product development at Agung Bali Collection.

3.4.1. Obi Belt

Obi belt is one of the fashion items produced by Agung Bali Collection using leftover endek fabric patches. Obi belts are simple in shape, easy to wear and can be adapted to different types of clothing. Unique fashion products such as obi belts are sought after by many women today. This obi belt product development aims to add a new color to the fashion collection at Agung Bali Collection.

3.4.2. Product Development of Obi Belt

The author researches and develops obi belt products by applying the principles of knowledge transfer, skills and technology that the author gained during the internship.

1. Application of ikat technique

The development of the ikat technique, the author takes the stages of the process of making woven fabric. The ikat technique in the process of making woven fabrics is a stage of making motifs on yarn using raffia, followed by the color dyeing stage.



Figure 6. Application of ikat technique
[Source: Personal documentation, 2024]

2. Utilization of fabric scraps

Perca, which is the remaining pieces from making endek fashion products at Agung Bali Collection, the author uses the remaining patchwork to become obi belt products. The remaining patches can add beauty to the obi belt product and the use of the remaining patches can also reduce environmental pollution.



Figure 7. Utilization of fabric scraps
[Source: Personal documentation, 2024]

3. Application of surface design

The author applies the surface design to the obi belt using the massage canting technique. By adding surface design techniques to the obi belt, the author hopes that this product will add beauty to the product and can improve its visual and functional appearance.



Figure 8. Application of surface design
[Source: Personal Documentation, 2024]

3.4.3. Product Result of Obi Belt

The Obi Belt product created by the author is unique and special, which distinguishes it from other products on the market. However, there are still some shortcomings in the manufacturing process and aspects that need to be improved, especially in terms of material selection and coloring, which need to be evaluated before the product is marketed. Here are the results of the Obi Belt product development:



Figure 9. Obi belt product development results
[Source: Personal documentation, 2024]



Figure 10. Obi belt product development results
[Source: Personal documentation, 2024]

4. CONCLUSION

The 16-week MBKM internship/practice program at Agung Bali Collection provides an opportunity for students to gain new knowledge, skills, and technology that are very useful as preparation before entering the world of work. The knowledge gained covers the entire process of making endek woven fabrics, from designing the motifs, to dyeing the fabric, to the weaving process. Students' skills are honed through various activities during the internship, such as developing good communication skills, building teamwork, and helping to protect the environment by turning patchwork waste into new products. Updating technology, students gain experience with weaving tools and machinery and understand the process of developing woven fabric products with surface design. Armed with the knowledge, skills, and technology acquired, students are able to produce work in the form of obi belt products, which are belts that are then developed by applying surface design techniques and dyeing woven fabrics, which are variations of ikat techniques in the production of woven fabrics. In addition, this product utilizes leftover patchwork to create new innovations and variations that are more attractive than previous products. This obi belt product still has many shortcomings in the process of manufacturing, so it needs further evaluation to improve this obi belt product.

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