

## Swakaryaloka: Naturalist based street chic creation

Anak Agung Sagung Istri Trisnadewi<sup>1\*</sup>, Tjok Istri Ratna C.S.<sup>2</sup>, Anak Agung Gede Rai Remawa<sup>3</sup>

<sup>1,2,3</sup>Master in Arts, Institut Seni Indonesia Denpasar, Indonesia

\*Corresponding Author: [trisnatugek@gmail.com](mailto:trisnatugek@gmail.com)

**Abstract:** The creation of this naturalist-based street chic ready-to-wear fashion was made with the aim of minimizing liquid waste from chemicals and displaying environmentally friendly clothing. The method used is an experimental method with natural dye techniques, namely dyeing or coloring derived from plants and eco print techniques, which are unique in the form of leaf traces with contemporary art. The creative process used is the ten steps of creating a frangipani fashion design, including idea exploration, research, aesthetic element analysis, design development, sample making, promotion, branding affirmations, to the fashion business. The final collection is entitled Swakaryaloka which is a creative work of art in visualizing clothing using natural dyes that utilize the surrounding nature as an object to produce an environmentally friendly fashion product. The creation of this street chic fashion design is adapted to the trend of spirituality, a change in mindset that is more grounded in preserving nature and respect for the work process. There is a total of 9 looks which are divided into three groups, namely memorable, contemporary, and hopeful. The groups displayed environmentally friendly clothing that had a storyline from the condition of the color of the polluted water to the color of the water being clean or normal. Each look is analyzed using design elements and principles using aesthetic theory.

**Keywords:** natural dye, eco print, spirituality, street chic.

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### Introduction

The fashion industry is one of the most polluting industries in the world. Bick et al (2018), stated that there are environmental hazards during fashion production, especially regarding the global supply of textiles, both natural and synthetic fibers. The fashion industry causes ten percent of the earth's damage caused by the coloring of clothes and their processing. Based on data, the fashion industry provides employment for at least one sixth of the world's working age population. One of the fashion industries, namely the textile industry, requires greater amounts of water than other industries and produces toxic chemical waste.

The development of the textile industry to support the existence of fashion has progressed rapidly regarding its production steps, in addition to having a positive impact, until now it has had a negative impact, one of which is waste. The textile industry not only produces solid waste but also produces large volumes of liquid waste in the form of dyes into the waters of Indonesia. The use of chemical substances is carried out at the time of dyeing (giving color) to

textiles. The chemicals in these synthetic dyes are eventually discharged into the surrounding environment such as rivers or sewers, causing water pollution. Water pollution is a direct or indirect change in the state of water from a normal state to a dangerous state in water reservoirs. Things like this can happen to lakes, rivers, oceans and land due to human activities.

Manihar Situmorang (2017) said that water is a necessity for humans and living things in large quantities and if there is a shortage of water caused by climate change or water pollution, it can result in fatal dangers to the environment. The liquid waste generated from the textile dyeing process contains materials that are toxic and cannot be separated from chemical or mechanical means during the textile production process. In addition, liquid waste from the textile industry is also obtained from chemical liquids in printing motifs on fabrics which are carried out with printing machine technology (Enrico, 6: 2019).

Synthetic dyes cannot be completely decomposed by nature so that they will pollute and poison the human environment. In addition, the use of synthetic dyes can pose a direct hazard to human health. Some of the reasons artisans choose to use synthetic dyes are practicality and time efficiency. Since ancient times, the lives of ancestors have used natural dyes to dye traditional fabrics. The coloring process can take months or even years. The use of natural dyes is slowly being abandoned and replaced by synthetic dyes (Purnomo, 2004 and Suarsa, et al. 2011).

This situation also occurred in Bali from Kompas.com (2019), once reporting that the people of Denpasar City were shocked by the color of the Tukad Badung river water, around Jalan Imam Bonjol which turned red since Tuesday, November 26, 2019 morning. The head of Dauh Puri Kauh Village, I Gusti Made Suandhi, said that this was the first time this had happened. The river water that turns red is caused by a home textile industry entrepreneur who dumps his waste directly into the river. In addition, there are also about three to four home textile industry entrepreneurs who are always told to manage their waste properly. Quoted from Tribun Bali (2019) After being traced, it turned out that the red color came from waste dumped by the dyed textile industry entrepreneur on Jalan Pulau Misol, Denpasar.

The results of laboratory tests of the Denpasar City Government Environment and Hygiene Service, the quality of river water contains nitrite chemical compounds above the quality standard of 0.006 mg/L in 2016 to 2020. Ita Emilia (2019: 40) stated that nitrite is a form of nitrogen that is only partially oxidized. Nitrite is not found in fresh wastewater, but in stale or old sewage. Nitrite is sourced from materials that are corrosive and are widely used in industry or factories. Soeparman (2001) stated that the effect of nitrite on human health is that it can cause toxic effects if the nitrite content in water is greater than 0 (zero) mg/L.

Synthetic dye waste produced from the home textile industry in Bali is not processed first and is disposed of directly into the environment. Synthetic dye waste has a complex chemical structure and is quite stable so it is difficult to be degraded by nature. Disposal of synthetic dye waste in waters is able to affect

water transparency and block light penetration and oxygen transfer to the bottom of the water so that it can interfere with the photosynthesis process of phytoplankton or aquatic plants which can then result in the death of aquatic biota. Therefore, synthetic dye waste that is disposed of directly into the environment without being processed first can pollute the environment and is very dangerous to ecosystems in rivers, lakes and seas (Denpasar City Government, Environmental and Hygiene Service, interview, 23 November 2021).



Figure 1. Tukad Badung River Water is Red  
(Source: Tribun Bali / M Ulul Azmy, 2021)

Awareness of the environmental damage that is happening is getting worse, product design is starting to shift to a lifestyle that is friendly to the environment. The development of designers or entrepreneurs who have turned to creating environmentally friendly-based products include Ayu Adiyanti who creates fashion designs using natural dyes and Arry Budiawan as ecoprint textile craftsmen, the two product design actors utilizing waste in the surrounding environment. Processing of environmentally friendly products has difficulty in meeting the demands to preserve the environment, because designers need to understand the variables that make up a sustainable product. These variables limit the problem with disposable products and use natural ingredients, especially the target market for products and educate the public about environmentally friendly-based products.

Product designers have an important role in environmental sustainability, a stable economy and the welfare of the community in order to create a sustainable life from an economic, social and ecological perspective. The market segment of designers is consumers who love the environment more, appreciate the process of creating products and have more funds in having special products. For this reason, a practical understanding is needed to be able to carry out the function of a designer in creating environmentally friendly

products while at the same time providing benefits and providing a good impact for the community.

This phenomenon is the background for the creator to use it as an idea by creating alternative fashion works using natural dyes. This process uses alternative dyes that are non-toxic, renewable, easily degraded and environmentally friendly (Yernisa et al., 2013). Natural dyes can now be traded in online media, because each region has different plants. In addition, the creator wants to offer exploration results by utilizing local plants or organic wastes that are commonly found in the surrounding environment.

Plants that can be used for natural dyes are coconut coir. The colors in plants in the surrounding environment are very diverse and beautiful, but people rarely use them because they are difficult to use and take a long time to produce. According to the records of the Indonesian Coconut Coir Industry Association (AISKI), Indonesia is the largest coconut coir producing country in the world and until now it has not been able to process coco coir optimally, so that every year, only 15% of the total supply of coco coir in Indonesia is reprocessed. by the community while the remaining coconut coir that has accumulated is left as waste (Septia, 2017).

Plants in Indonesia based on data are very abundant, in Indonesia's tropical forests there are an estimated 30,000 plant species (Pramitaningastuti & Anggraeni, 2017). One of the plants that are abundant in Indonesia with natural resources that are used or have the potential for natural dyes is the extraction of the manganese plant (*Mangifera indica*). Mango is a native plant from Southeast Asia and has been widely distributed in tropical and subtropical regions of the world (Pamungkas et al, 2017). The general public, uses mango as a fruit that is consumed to obtain vitamin C nutrition, while the other parts are wasted and become waste so that they are not utilized optimally. Mango leaves contain flavonoid pigments that will produce a yellowish green color (Pujiarti et al., 2009). These pigments can be applied as natural dyes on fabrics.

The explanation above raises interest in using the naturalist concept (eco fashion) by conducting experiments. The experiment on the work aims to assess the effect of a treatment or treatment of materials on the fabric or test a hypothesis about whether or not the action has an effect when compared to other actions. Naturalism comes from the word "nature". The word comes from English which means nature. Naturalist is one type of art flow that prioritizes the suitability and resemblance of objects in nature. It aims to make the object look natural. Naturalist is something created from nature by displaying beauty honestly or as it is. Naturalists have natural or natural properties, not only in natural motifs but also in the creation process using natural materials.

Experiments in the creation techniques used in the naturalist concept are natural dyeing and eco print. Natural dyeing is dyeing or coloring derived from plants with environmentally friendly characteristics and taking into account the concept of sustainability. Meanwhile, eco print is a technique of printing motifs using leaves directly by sticking them on the fabric, so that they can bring out their natural colors (Nining, 2018: 4). This technique looks more natural, the

goal is to make the clothes look realistic like a reference to the natural surroundings. This technique is also a form of appreciation from the designer to nature and its beauty.

This fashion creation applies the ready-to-wear category of street chic style. Ready-to-wear clothing is clothing that is made in a ready-to-wear condition with standard sizes. Street chic is a combination of streetwear style with chic style. Streetwear is clothing that can be used daily, work, relax or travel and is generally favored by young people who like uniqueness. While the chic style is an appearance that is full of harmony from head to toe, harmonious in terms of design, color, materials and accessories used. So, street chic is used because it refers to the theme of eco fashion which always pays attention to the surrounding environment.

The street chic style is used because it is generally favored by young people who like uniqueness and are able to find ways to reach a wider market while increasing the value of the product. Chic style is considered as a harmonious appearance from head to toe, the point of harmony is referred to in terms of colors, designs, materials, and accessories used. Street clothing refers to everyday clothing that uses colors that can be mixed randomly and does not use more than three colors, mix motifs, layering, and mix items as well as simple cuts or designs.

This fashion work refers to the 2021/2022 fashion trend, namely The New Beginning with the theme of spirituality. The spirituality trend (Indonesia Trend Forecasting, 2020:16) focuses on culture, natural wealth and local culture. Spirituality describes a change in mindset that is more grounded in preserving nature on the values of tradition, culture, and respect for the work process. Spirituality has the character of a modern fashion style combined with ethnic elements, simple, neat and practical shapes and the colors applied by this trend tend to be identical to earth tone colors.

Pollution of the Tukad Badung River is an important lesson in creating fashion works. So, the creation of a fashion collection is presented to display environmentally friendly clothing that has a storyline in terms of the condition of the color of polluted water being clean or normal. These clothes can indirectly educate the public about the benefits of using natural dyes as well as knowing what plants can be used as natural motifs. Natural coloring uses dyes derived from plant pigments and is a cultural heritage and has the value of local wisdom. At present, natural dyes will not be underestimated as old-fashioned and just a waste of time, but will be paid more attention and preserved by the public as an exclusive fashion element.

The fashion collection that will be created is named Swakaryaloka, a collection that is used to represent the overall concept. The name of the Swakaryaloka collection is combined from two words, namely swakarya and loka, derived from the basic word swakarya which means an effort to process natural colors to be used as a medium in creating works (clothing). Scientifically, self-employment has the meaning of creativity, including ideas or ideas wherever the creativity is in visualizing the work. While loka has the meaning of the world, place or nature around.

Swakaryaloka is a creative work of art in visualizing clothing using natural dyes that utilize the surrounding nature as an object that produces an environmentally friendly fashion product. Swakaryaloka represents the naturalist concept in eco fashion which raises environmental and social issues, namely utilizing environmental waste to be used as natural dyes and organic waste such as leaves which are transformed into more valuable fashion product motifs. These two words are related to the technical problem of the embodiment of the work, including design elements to support ideas or ideas.

### **Methodology**

The concept model for creating ready-to-wear fashion designs in street chic style is made in the form of a chart that shows the process from inspiration/idea, the creation process, to the result in the form of a fashion creation. Charts are designed simply so that they are easy to understand. The chart can be seen in the creation process in the form of a straight line in one direction, but in the process it can move in a spiral or in two directions because of the evaluation process carried out at each stage. The following is a model chart of the creation of the Swakaryaloka collection. Comparative studies of precedents can be in the form of literature studies and are carried out by analyzing, comparing, and concluding the results of several precedent studies that are in accordance with the design of the Music and Dance Performing Arts Building. Then, the data obtained from the precedent study can be presented in a qualitative descriptive manner. Qualitative descriptive analysis is an analysis by collecting data from the actual situation by developing, creating, so that concepts and theories are found.

The creation scheme begins with determining the idea of a lighter, namely the phenomenon of water pollution in the Tukad Badung River. The ideas are collected in the design brief stage, then the ideas or ideas are a form of solution to the problems that occur, namely naturalists (eco fashion) to go to the research stage. The research was conducted by collecting library data, observing data, interviewing relevant sources and experimenting. The research is divided into two, namely looking for primary and secondary data, primary data is data that is directly related to the source of the idea, namely water pollution in the Tukad Badung River that occurred in 2019, carried out by observing data (research) to the Environment and Hygiene Service such as interviews with the head of the section dealing with this phenomenon. While secondary data is supporting and visual data, such as: books that discuss pollution and environmentally friendly products besides visuals about target markets, trends, designers, techniques, materials and colors.

The research data is processed using aesthetic theory and color theory to create a design concept using Frangipani's creative stages. This stage discusses the initial process of creating until it becomes the final ready-to-wear men's and women's clothing product with natural dye and eco print techniques.

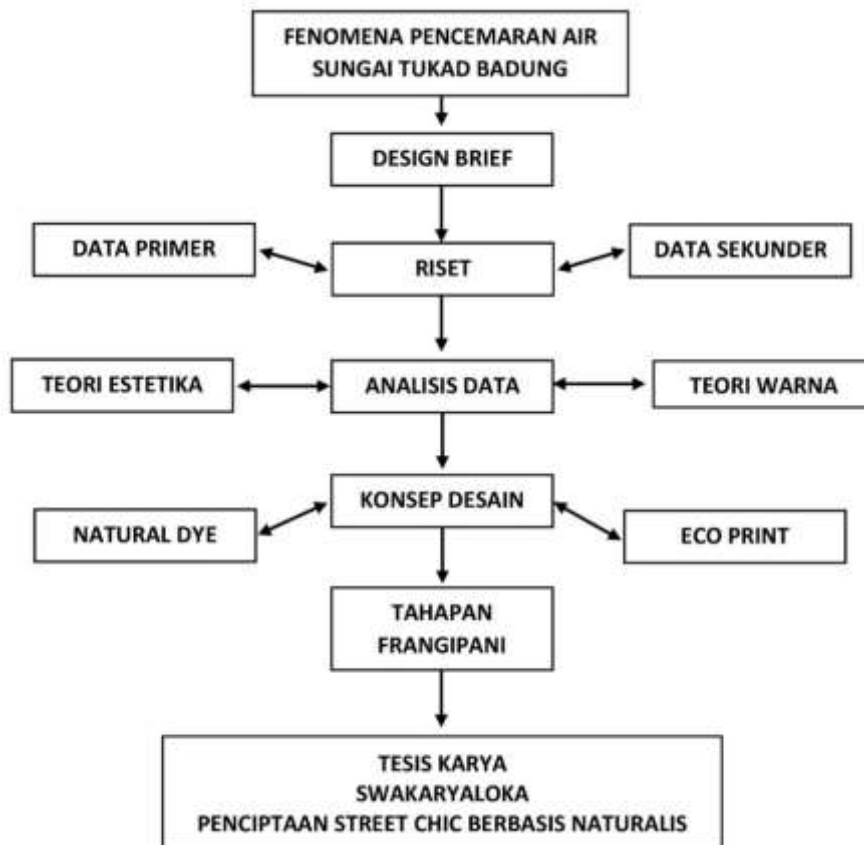


Figure 2. Schematic of the Creation Model

The creation process is a stage of discovery and development of ideas with a series of actions to the stage of embodiment of ideas in processing the form of work that produces a relevant product or item. The creation process was created through a creative process in creating fashion works using the frangipani design stages, "The Secret Steps of Art Fashion" (Tjok Ratna Cora). Frangipani consists of ten stages of the fashion design process based on Indonesian cultural identity.

## Results and discussions

The fashion work of the Swakaryaloka collection is a work that comes from the Tukad Badung River pollution phenomenon in 2019 as a design idea. This fashion collection has a natural nuance, characterized by symmetrical fashion between the right and left sides, balanced or not biased, choosing earth tone colors such as: brownish red (burn umber), orange, green and white which has a storyline from this phenomenon. and has its own meaning in the selection of colors. Clothing can be mixed and matched and in men's clothing, fashion can be used as two different design functions to add to the creation of sustainable clothing, then some accessories are given to increase selling value.

The point of interest of the Swakaryaloka fashion collection lies in two techniques, namely natural dye and eco print. Natural dye has environmentally friendly characteristics that pay attention to the sustainable concept. The use of this technique uses dyes from coconut fiber, producing a red color which is the



story of the beginning of the pollution phenomenon in the Tukad Badung river in 2019 with a change in the color of the water to red. In addition, using dye from mango leaves, produces a green color which is a greening process from the pollution. The use of dyes from coconut fiber and mango leaves, because it is the result of exploration by utilizing plants or local organic wastes that are commonly found in the surrounding environment.

The point of interest is also found in the eco print technique which is a contemporary technique of dyeing fabrics with natural dyes. The eco print technique is used to express the natural impression of the clothing to make it look more aesthetic. Swakaryaloka's clothing collection is divided into three groups, namely: memorable collections which are dominated by red-brown (burn umber) materials, contemporary collections which are dominated by red and green materials, and asa (hopeful) collections which are dominated by green materials. These colors are a picture of the past, present processes, and the expected future, namely a healthy and fresh environment.

Swakaryaloka clothing collection is ready to wear clothing, which means clothing that can be worn every day because the construction tends to be much more minimalist and the materials used are more comfortable, the clothes are made in a ready-to-wear condition with standard sizes. This dress is in a street chic style, which is daily clothing that uses colors that are randomly combined and does not use more than three colors, clashing motifs, layering, and mix items.



(Source: Trisnadewi, 2022)  
Figure 3. Swakaryaloka Singer

Beauty (aesthetics) is a result of the process of interpreting objects around where humans live. Environmental aesthetics is the result of human perceptions and attitudes towards their environment. Environmental aesthetic problems are also influenced by preferences for different environments. The aesthetics of the "Swakaryaloka" collection of clothing lies in the results of



clothing that uses natural dye and eco print techniques which are the point of interest in the work which departs from the work of art that is manifested in the creation of works and is appreciated, related to the social-environmental context. The technique was created in all designs but there were differences in color in each design group so as to produce works of aesthetic, functional, and economic value.

Creativity and innovation in the work of Swakaryaloka by displaying several supporters, namely collaboration between art performances, fashion shows, and singers. The performance will tell about the occurrence of pollution which will be visualized through dancers and using naturalist clothing. Then, after the pollution dance is finished, it will be followed by a fashion show that collects memories, contemporary, and hope by collaborating with dancers to show mix and match outfits, and singers singing songs about the environment and life.



(Source: Trisnadewi, 2022)  
Figure 4. Swakaryaloka Dancers

Creativity and innovation in the Swakaryaloka Show is a collection of memories that are dominated by a brownish red color (burnumber) in accordance with the beginning of the water pollution in the Tukad Badung river in 2019, due to the home industry's behavior making the water color red. The collection of memories uses a natural dye technique using coconut fiber and an eco print technique using weed leaves of the Biden Pilosa type.



Figure 5. Swakaryaloka Memories  
(Source: Trisnadewi, 2022)

Contemporary designs mixed and matched by red and green materials, are in accordance with the current work process, where pollution did not only occur in 2019, but continues to this day.



Figure 6. Contemporary Swakaryaloka  
(Source: Trisnadewi, 2022)

The asa (hopeful) design is a design that is dominated by green and white materials. This collection is an illustration of the hopes of designers who

have a goal to keep nature healthy and clean. The technique used is natural dye using mango leaves and eco print technique using eucalyptus leaves.



(Source: Trisnadewi, 2022)  
Figure 7. Asa (Hopeful) Swakaryaloka

## Conclusions

Based on the description above, it can be concluded that the discussion and process carried out in the creation of ready to wear category clothing with naturalists (eco fashion) as a source of inspiration, can be explored as a source of ideas for Indonesian cultural heritage. As the main means by a creativity in creating new fashion works so as to increase the economic value, functional and aesthetic value. The results of the design collection of fashion works can be realized through a creative process, namely the stages of the fashion design process entitled Frangipani, The Secret Steps of Art Fashion (Frangipani, Secret Stages of Fashion Art).

The creation of fashion designs is sourced from some data that has been collected and then implemented into mind mapping, so that it can determine keywords to be used as references in creating design sketches. The selected keywords have a close relationship with the naturalist concept (eco fashion) which characterizes this fashion work. The final result is creating nine design sketches and five combined designs, divided into three design groups, namely: memories, contemporary and hope. The Swakaryaloka fashion collection is a naturalist-based street chic style created with the influence of the principles of aesthetic emotion, significant shapes, essentialism that is evident in the arrangement of design elements, A, H and I silhouettes, a combination of earth tone colors, various simple pieces of clothing, the use of natural dyes and use of accessories.

The Swakaryaloka collection is realized through three storylines in terms of the color condition of the polluted Tukad Badung river, this plot is named memory because until now the incident is still remembered by the surrounding community. The second line is the enrichment process at this time, the results



of research data from DLHK (Dinas Lingkungan Hidup dan Kebersihan), said the water of the Badung Tukad River is still classified as toxic. The second collection is named Contemporary because contemporary works mean works that are currently happening. The third plot is a description of the expected environment, which is healthy and clean, the goal is to create works while preserving a healthy and green environment, so it is named Asa, namely hope. This creation uses experiments with natural dye and eco print techniques, which are two processing techniques for fabrics using plants that can create novelty in the material. The results of dyeing and printing cloth from one plant can produce different results or colors according to the tannins in plants and fabric fibers. The technique has environmentally friendly characteristics that pay attention to the concept of sustainable (sustainable). The application of this technique is difficult because it requires patience, accuracy and taste in collecting and exploring plants as dyes into a product of aesthetic value.

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