

# PRODUCTS DIVERSIFICATION OF TRADITIONAL WOVEN TEXTILE IN LIUKANG LOE

Ira Adriati<sup>1</sup>, Irma Damajanti<sup>2</sup>

Visual Art Study Program, Faculty of Art and Design, Institute of Technology Bandung

Jl. Ganesha 10, Bandung 40132, Indonesia

[ira.adriati@gmail.com](mailto:ira.adriati@gmail.com), [irmadamajanti23@gmail.com](mailto:irmadamajanti23@gmail.com)

## Abstrak

Pulau Liukang Loe terletak di Desa Tanjung Bira, Sulawesi Selatan. Di pulau tersebut terdapat dua desa yaitu Kampung Passilohe dan Kampung Ta'buntuleng. Pulau ini dapat diakses dengan perahu motor selama tiga puluh menit dari Tanjung Bira. Penelitian ini bertujuan untuk mengembangkan produk tenun di Pulau Liukang Loe. Metode eksperimental digunakan untuk menemukan desain produk anyaman baru. Penduduk Pulau Liukang Loe bekerja sebagai nelayan dan pemandu wisata oleh laki-laki, sedangkan perempuan menenun dan membuat kerajinan dari kerang. Dulu, setiap wanita memiliki keterampilan menenun. Mereka menenun dengan motif kotak-kotak, motif perahu pinisi, motif bunga dan motif segitiga. Pembuatan kain tenun membutuhkan waktu sekitar 20 hari, dengan harga berkisar Rp. 450.000 sampai Rp. 1.500.000 untuk setiap helai kain tenun. Dalam kondisi pandemi saat ini, penjualan sarung menurun drastis karena tidak ada turis asing. Salah satu upaya untuk meningkatkan pendapatan perempuan penenun adalah dengan melakukan diversifikasi produk dari kain tenun. Dalam kegiatan ini, kain tenun kemudian digunakan sebagai bagian dari kap lampu, tempat tissue, kalung, tempat pensil, dan tatakan gelas. Penerapannya dapat dikombinasikan dengan kayu dari sisa perahu. Dengan kualitas desain yang bagus, produknya bisa diminati oleh wisatawan lokal maupun mancanegara. Diversifikasi produk tenun diharapkan dapat meningkatkan minat perempuan untuk kembali menenun, melestarikan tradisi menenun, dan meningkatkan taraf hidup mereka.

Kata Kunci: Tenun, Liukang Loe, Perempuan, Diversifikasi Produk

## Abstract

Liukang Loe Island is located in Tanjung Bira Village, South Sulawesi. On the island there are two villages, namely Kampung Passilohe and Kampung Ta'buntuleng. The island can be accessed by motorboat for thirty minutes from Tanjung Bira. This research is intended to develop woven products on Liukang Loe Island. The experimental method is used to find new woven product designs. The inhabitants of Liukang Loe Island work as fishermen and tour guides by men, while women weave and make crafts from shells. In the past, every woman had the skills to weave. They weave in plaid patterns, pinisi boat motifs, flower motifs and triangular motifs. The manufacture of woven fabrics takes about 20 days, with prices ranging from Rp. 450,000 to Rp. 1,500,000 for each piece of woven fabric. In the current pandemic condition, sarong sales have drastically decreased because there are no foreign tourists. One of the efforts to increase the income of women weavers is by diversifying products from woven fabrics. In this activity, the woven cloth is then used as part of the lampshade, tissue holder, necklace, pencil holder, and glass coaster. Its application can be combined with wood from the rest of the boat. With good design quality, their products can be in demand by local and foreign tourists. It is hoped that the diversification of weaving products will increase the interest of women to return to weaving, preserve the tradition of weaving, and improve their standard of living.

Keywords : Weaving, Liukang Loe, Women, Product Diversification

**INTRODUCTION**

Liukang Loe is an island located in South Sulawesi, which is part of Tanjung Bira Village. The journey from Makassar to Tanjung Bira takes five hours by car. Then cross by boat for 30 minutes to Liukang Loe Island. On the island there are two villages, namely Kampung Passilohe and Kampung Ta'buntuleng.

The male residents of Liukang Loe generally work as fishermen and women who become weavers. In addition, they make crafts, raise livestock, do farming, tour guides, and trade.

Weaving is a skill for women on the island which has been taught from generation to generation.

Women have been learning weaving techniques since they were twelve years old. They do the weaving activity between household chores.

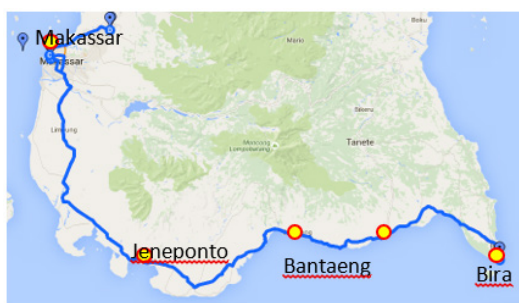


Fig. 1. Makassar to Bira  
Source: Google



Fig. 2. Liukang Loe Position  
Source: Google



Fig. 3. Liukang Loe Island  
Source: Google

In Indonesian culture, weaving is a craft specially done by women.

The weaving motifs made by women in Liukang Loe are similar to the common *bugis* sarong, the *lippa garusu* motif (Saunders,1994, 46).

It takes about 20-30 days to make a piece of woven cloth. The selling price of woven fabrics ranges from Rp. 450,000 to Rp. 1,500,000. The sale of woven fabrics is highly dependent on foreign tourists. On the other hand, during the Covid pandemic, no foreign tourists came to visit. This situation makes craftsmen in Liukang Loe have to think about product diversification in order to keep selling.

Through this research and training, it is hoped that women weavers can diversify their products. Products that combine weaving with other materials, at affordable prices so that they can improve their income.

**METHOD**

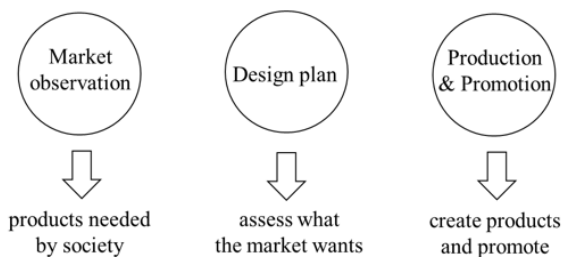


Fig. 4. Product Diversification Process

This research uses an experimental method with acculturation theory, in which a society takes a new culture and then combines it with the old culture they already have. The new culture was adapted to the needs of society.

The experimental process is carried out to produce new products based on the old products that have been worked on by the Liukang Loe community. The next stage is to provide training to craftsmen on Liukang Loe Island.

## RESULT AND DISCUSSION

### 1. Weaving Product Diversification

The woven fabric in the Liukang Loe community functions as a sarong or clothing material. They never thought that the woven fabric could be combined with other materials to make a product.

This research and community service activity will develop handicraft products that have been done by the people of Liukang Loe Island. They make crafts from shells and make tissue holders, pencil cases, and mineral water container using shells. The community made these objects after receiving training in Situ Bondo.

The design of the mineral water container filled with shells gives a traditional impression. In this activity, craftsmen are directed to combine shells with weaving. The final result shows the product to be more modern and attractive, as seen in Figure 5.

Based on the results of interviews with the owner of the Tevana Hotel in Tanjung Bira, which is the place to stay for foreign tourists, they are looking for souvenirs made by the people of Tanjung Bira.

One of the products that can be developed is glass coasters made of wood, shells and woven materials. These three materials can be obtained around Tanjung Bira and Liukang Loe Island.



Fig. 5. Mineral Water Container



Fig. 6. Glass Coasters



Fig. 7. Lampshade Design

Wood can be obtained from the remains of a pinisi boat. Shellfish are found on Liukang Loe Island, and are woven by local craftsmen. The glass coasters design can be seen at Figure 6.

Another design is a product that is associated with the interior needs of urban communities. This product is expected to attract local and foreign tourists.

The lampshade design utilizes weaving as the center of the design, adding shells as an accent and emphasizing that this product is made in a coastal area. The lampshade design can be seen in Figure 7.

## 2. Training Process

The training process was carried out by holding meetings explaining the objectives and importance of the community in diversifying woven products and handicraft products in general.

Through this training, it can be seen the enthusiasm of the craftsmen to try the new products offered. This is due to the encouragement to increase their income. Based on Mudji Sutrisno and Hendar Putranto, changes in a society's culture can take place if people are aware that these changes are related to an increase in their income. (Putranto, 2005, 69).

The awareness of the importance of product diversification has made people enthusiastic about participating in the training. They are open to input and also enthusiastic about providing input on designs that they can make.

Another training topic is how they market their products through digital media. They practice using applications on mobile phones, and practice displaying their products in order to attract consumer interest.



Fig. 8. Training in Liukang Loe  
September 2020

## CONCLUSION

Through the Weaving Product Diversification Training at Liukang Loe, it can be seen that the craftsmen are enthusiastic about trying new craft designs, which can increase their income.

This weaving product diversification can be done because local weaving in the area has beautiful colors and motifs as well as the quality of the material.

The design made must consider the target market segment so that the product can be easily sold. In addition, it is necessary to consider good materials at the lowest price, so that the price is affordable to the buyer.

One way to expand the market for handicraft products from the Liukang Loe community is by selling through online media. Craftsmen need to learn various digital applications using cell phones. Digital media can be posted through social media, such as Facebook or Instagram.

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