

# IMPLEMENTATION OF RUBBERBLOCK PRINTING TECHNIQUE ON OUTER FASHION PRODUCTS WITH THE INSPIRATION OF THE LONTARA SCRIPT MOTIF

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## ABSTRACT

Rubber is a renewal material used as a block printing tool called rubberblock Printing. The fabric materials customarily used have a fine texture. Additionally, the natural dye used in the design pertains to environmental issues. Bugis is an ethnic group with roots in south Sulawesi; a prominent feature of the Bugis, the language and culture of the Bugis tribe known for its traditional script: the lontara script. It's a visual symbol system. It has the function of revealing elements-elements that express a language. The phenomenon of the aksara lontara is a source of inspiration for implementing the printing rubberblock technique. This design employed Victor Papanex's method of function through observation, interviews, the study of literature, and the exploration of natural fibers. The result of this design was a piece of cloth inspired by the characters of the lontara and applied to fashion outer.

Keyword: Rubberblock printing, Culture, Aksara Lontara.

## INTRODUCTION

Indonesia is the largest archipelagic country with diverse cultures, ethnic groups, races, religious beliefs, and languages. To the motto "Bhineka Tunggal Ika," although it has cultural diversity, Indonesia remains a unified countryman and water demon; the many cultural and ethnic diversity in Indonesia give rise to linguistic diversity. Indonesia has a variety of tribes, one of which is the Bugis Tribe. Bugis is an ethnic group with a region of origin of South Sulawesi; the main characteristics of this Bugis tribe are language and customs, in the Bugis tribe is famous for its traditional script, namely the Lontara script.

The script is a system of visual symbols through strokes/ writing on stones, leaves, wood, leather, paper, or cloth. Another term to refer to the script is the writing system (Jayadi, 2014). It has a function to express elements that express a language.

The diversity of ethnic groups in Indonesia gives rise to various cultures; they have their peculiarities, the way each culture expresses feelings and conveys messages to preserve its culture, one of which is through art. Art and culture are products of human creativity used to express desire, thinking, and understanding of the natural environment, art, and culture development and are applied in society. Art and culture have a relationship that influences each other because it has a unifying element where art becomes a way of cultural expression.

Cultural art is a way of looking at or a way for a person to convey a message from the heart or an expression of feelings that is packaged in the form of work, whether writing, objects, or the like, by highlighting the element of beauty. In the state of culture that is associated with art. Various cultural arts in Indonesia, one of which is woodblock printing art, namely the art of printing writings, images, or motifs using wood prints; materials derived from nature are one of the applications of art that character also participates in preserving art in a culture. Due to the development of the times, the Woodblock printing technique has now used other alternative materials besides wood, namely, printing technology using copper, rubberblock printing technique with rubber material, etc.

Through the background above, as one of the Nusantara scripts, the nation's cultural heritage at this time needs to be preserved because it is endangered. So efforts to maintain the existence of the Lontara script must be carried out in the presence of this design; the author tried to conduct experiments to make the Lontara script a motif inspiration in the creation of the rubberblock printing surface with an exploration of shape, color, and composition. It is intended to produce new and exciting visualizations by using wood as a printing tool for Outdoor fashion products.

## METHOD

This design uses an exploration method: exploring or searching; the author searches for data, problems, and experimental processes to realize a work. To sharpen this design method, a function theory approach method is used. The flow of the exploration method refers to the theory of function according to Victor Papanex, who explained that a design is sustainable (sustainable design); there is six sustainable design governance that does not stand alone but has elements that knit it, namely: needs (Need), Associations (Association), Telesis, Methods, Aesthetics, Uses (Hendriyana, 2021: 96).

Thus, to achieve this design goal, the following data collection techniques are needed:

1. Observation

By making direct observations in several locations to complete the research data.

2. Interviews

Conduct interviews with related parties to get more accurate information through sources directly related to the research object.

3. Literature Study

Collect data from several scientific writings, news media, and other classified documents.

4. Exploration

Done to find exciting ways and effects by applying the Rubberblock Printing method with the inspiration of the Lontara Script as a motif object.

## RESULTS OF THE DISCUSSION

Rubberblock Printing is an update of the Woodblock Printing technique. Where this Rubberblock Printing technique uses Runaflek rubber material carved, this rubber engraving can be done in 2 ways, namely using machines and manual carving. In this design, the author conducted various explorations to obtain innovations in applying the Rubberblock Printing technique and applying the Lontara

Script motif on the textile surface to produce an attractive visual shape that cannot be obtained using advanced technology.

### 1. Preliminary Exploration Analysis

Many Indonesians still do not know about the Lontara Script, one of the Nusantara heritages originating from the Makasar area, namely the Bugis Tribe; there is a need for preservation to maintain the heritage of the Archipelago. Therefore the author experimented with applying motifs to fashion products with the inspiration of the Lontara Script, which is one of the principles of the Bugis tribal community, namely "Sipakainge," which means "remind each other," Then implemented using the development of the Woodblock Printing technique with the Rubberblock Printing method to be applied to textile materials and Outer fashion products.

The author explores the selection of textile materials, namely using natural fibers, namely Linen fabric, then dyeing on the fabric using natural ingredients of Tingi plants, using raw materials as an act of caring about the environment, after the basic dyeing process of the fabric is continued with the application of the Lontara Script motif using the Rubberblock Printing technique using screen printing paint.

From the results of experiments that have been carried out, the author gets an effect that resembles the corrosion effect of the print. The print becomes a reference because it has a uniqueness that cannot be obtained by advanced technology. To reinforce the concept of a design whose printout resembles a corrosion image by making a prehistoric image commonly found on the wall of a cave known as a rock image, this image is used as a reference because it has a similar character.

Conclusions based on the presentation of experiments and design analysis are:

- a. Producing innovations in applying the Lontara Script as motif inspiration using the Rubberblock Printing method.
- b. Find a way to produce exciting effects with



Image 1. Rubberblock Print Technique  
Source: Personal Documentation, 2022)



Rubberblock Printing techniques.

- c. The printout of the Rubberblock Printing technique provides an attractive visual shape and a texture that advanced technology cannot get.



Image 2. Pictures of corrosion on cave walls  
Source: <https://nationalgeographic.grid.id/read/13304652/ribuan-artefak-aboriginditemukan-saat-penggalian-proyek-transportasi-di-sydney>

## 2. Design Description

The development of culture in Indonesia is up and down. At first, the Indonesian state had very many cultural relics from ancestors; such a thing is what the residents of the Indonesian state itself should be proud of, but in this day and age, Indonesian culture has declined somewhat from the socialization of the population now many have forgotten what Indonesian culture is because of the many new cultures that affect the original culture of the ancestors. The increasingly advanced current of globalization of love for culture is decreasing, and this has a terrible impact on indigenous Indonesians. This is usually caused by the influence of electronic media, which has been significantly developed today.

From the phenomenon above, the author moved to design a product not only of aesthetic value but as an educational medium in introducing culture and preserving Nusantara's heritage. One of the heritages of the archipelago is the script, which is used as a symbol/writing system that functions to express the elements that speak a language.

The problem in the development of the era to preserve the archipelago's heritage is the script; Lotara script became an inspiration in the exploration of various ornamental designs, which were applied to the fabric's surface as an educational medium. In addition, as one of the concerns about the environment and development of the ecosystem, this design uses natural materials, such as RubberBlock Printing and Natural dyes.



Image 3. Moodboard designing Fashion Outer  
Source: Personal Documentation, 2022

## 3. Advanced Exploration Analysis

In the advanced exploration stage, the activities carried out focus on designing shape studies, the composition of motifs that will be implemented on the fabric, with the phases of design, namely:

1. Conduct a study on the selected Lotara Script.
2. Create a digital motif composition design.
3. Create a Mokcup on the selected outer design.
4. Natural dyeing experiments on fabrics.
5. The application of the Lontara Script motif uses the Rubberblock Printing technique.



Image 4. Selected Characters  
Source: Personal Documentation, 2022

#### 4. Product Design and Color Selection

Based on the design concept described above, the author wants to create Ready-to-Wear clothing, namely Outer, which highlights the aesthetic value of crafts by applying the Rubberblock Printing technique to the Outer design. The author makes casual fashion designs with simple designs so they can be used for various interests of their users.

The color selection in this design refers to the MUFFEST Trend Forcast 2023/2024 CO-EXIST "The Soul Searchers." The colors depicted in this theme are menorah to pastel, earthy shades. The color is chosen, which is Earthy color; Bonze tends to be Hard color, which gives the impression of being simple, comfortable, and calm.

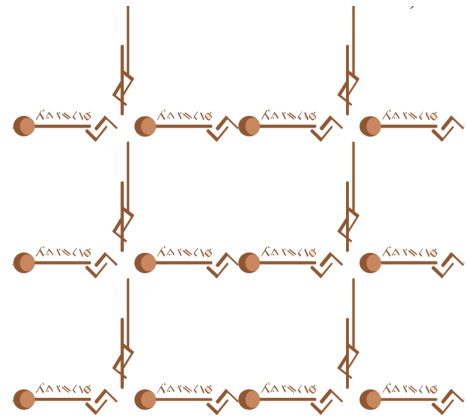


Image 5. Composition Studies.  
Source: Personal Documentation, 2022

#### 5. Application of Motifs with Rubberblock Printing technique



Image 7. the process of applying motifs with the Rubberblock Printing technique  
Source: Personal Documentation, 2022

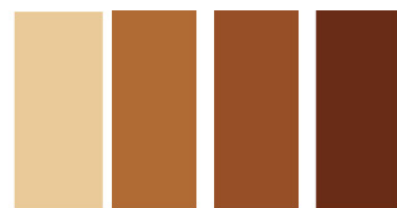


Image 6. Mockup results in da color selection  
Source: Personal Documentation, 2022



## 6. End Product



Image 7. Mockup results in da color selection

Source: Personal Documentation, 2022

## CONCLUSION

The script is a heritage of the archipelago and is a visual symbol as a medium for communication that needs to be preserved. Diversity in Indonesia, one of which is culture, is a way for people to express their feelings, circumstances, and events. Due to the development of the times, the introduction of the culture of the archipelago was noticed by the community.

Therefore, to preserve the archipelago's culture, this design was made as a medium for education and preservation of the archipelago's heritage. Problems are presented in exploring motifs with the Woodblock Printing technique, which will later be applied in Fashion Outerwear products. They are using natural materials and natural dyes to care about the development of ecosystems and support environmentally friendly issues. Based on the 2023/2024 forecast trend with the theme "The Soul Searches," Color and shape refer to the trend. The color used in this design is Earth tone color. And the application of motifs using woodblock printing techniques as an environmentally friendly alternative media.

This product is designed with a convenient, simple, and attractive design. The design can be used on formal occasions and Daily activities for teenagers and adults.

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