Artificial Flower as A Space Decoration Media Characteristics of North Sumatra Local Culture

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Abstract. Artificial flowers are imitations of natural flowers used for room decoration. Room decoration includes floors, walls, ceilings (ceilings), windows, doors, furniture, and accessories. Artificial flowers are one of the room decoration accessories. Artificial flower vases cannot be separated from the flowers because it will look like a pile of garbage. Because artificial flowers are given a vase that matches the flowers. Artificial flower vases are made of plastic, glass, porcelain, and clay. Industrial flower vases are generally plain, without decoration, and plain colors. Artificial flower vases are decorated to make them look aesthetic. The development of artificial flower vase decoration applies traditional North Sumatran ornaments. The purpose of this research is to revitalize the past culture to be preserved in the future. The orientation of this development is as an attraction for tourists who come. North Sumatra to have souvenirs with local characteristics.

Keywords: artificial flowers, room decoration, traditional ornaments.

1 Introduction

Flowers as a medium for room decoration almost every day we encounter, for example in the living room, lobby, workspace, and at important events such as meetings, seminars, weddings, and even the President's state speech.

Although living flowers have many advantages, they also have their drawbacks, namely that they cannot live naturally in a closed space. Therefore, people are looking for other solutions to still be able to enjoy the beauty of these flowers, for example by buying artificial flowers, or displaying flower paintings on the walls of the room. Designers often use artificial flowers, because they consider the complexity of dealing with living flowers.

Technological advances have succeeded in making artificial flowers look as natural as real flowers in nature, even though the flowers are not alive. Various materials are used by industry to achieve a similarity to the natural flower. For example, made from plastic, rubber, and cloth, and with various techniques in the manufacturing process. Among them are printing techniques

for artificial flowers made of plastic and rubber. Then with the press, glue and sewing techniques for the fabric.

Flower vases are very important containers for artificial flowers. Therefore, lovers of artificial flowers are also looking for various alternative forms of vases that are considered suitable for the flowers. Artificial flower vase materials are made of plastic, glass, porcelain, and clay. Of course there is a difference between an artificial flower vase and a living flower pot. Artificial flower vases do not have drainage holes, because the flowers do not need to be watered. Then the mouth of the artificial flower vase is mostly made smaller, because there is no need to put soil into it.

One thing that may need to be of concern to art lovers is that industrial flower vases are generally made in plain form, without decoration. In addition, it also does not have many colors, but tends to be monochrome. Therefore, art lovers need to add decorations or decorations on the outside of the vase to make it look more aesthetic.

Creative people should be able to use the flaws in the manufactured flower vases as a place to cultivate art. The outside of the artificial flower vase can be added with another touch of art, for example by using painting, engraving, and cutting sticker media. An interior designer may not have taken advantage of these conditions, so they only use plain artificial flower vases as produced by the factory.

Based on the explanation above, on this occasion the researcher wants to apply decorations on the outside of the artificial flower vase, so that it becomes more aesthetic. The researcher took inspiration from the traditional art of North Sumatra, so that it brought the characteristics of local wisdom. The traditional art of North Sumatra which is meant here is the decoration or ornaments owned by the seven ethnic communities. The seven ethnic groups of North Sumatran people are the Toba Batak, Mandailing Batak, Simalungun Batak, Karo Batak, Pak Pak Dairi Batak, Nias Tribe, and Malay Tribe. All of these ethnic groups have different traditional ornaments.

In the past the traditional ornaments of North Sumatra were seen as great works of art, because they were believed to have supernatural powers, which could protect people from various harms and bring prosperity to humans. Traditional ornaments are seen as visualizations of sacred symbols [1] (Saragi; 2018)

By utilizing modern technology (computers) variations in the shape and color of ornaments can be developed to make them look more attractive. Computers with application features can process aesthetic forms in harmony with precise measurements. Therefore, it can be used to design decorative designs that are produced creatively.

Art lovers often point out stylistic trends in the decorations they apply. There are times when you like to apply a lot of decorations or crowded, and there are also times when you tend to apply minimalist art. Based on these trending conditions, minimalist decorations are now more of a concern for consumers. Related to this trend, the researcher will apply it to the decoration of artificial flower vases in a minimalist, but still aesthetically pleasing way.

2 Literature Review

2.1 Artificial Flowers

Artificial flowers are imitations of natural flowers used for commercial or residential decoration. For producers, the creation of artificial flowers is to meet the needs of consumers who really like flowers, where these needs are not fully met by live flowers. As for the community, artificial flower lovers are an option or alternative to fulfill their needs as a substitute for live flowers. [2] Darmawan (2014: 25) Flowers are a symbol of beauty that is universal and has long been known by humans in antiquity. Now, selling flowers is a potential business to develop, because flowers are one of human needs, besides clothing, food, and shelter.

The reasons consumers choose artificial flower arrangements, among others, are that they will never wither or change color, so they will always look fresh, always available at any time because they don't have to wait for the flowering season, are easier to maintain, and are also cheaper than live flowers [3] (Florist, 2007). 2021-CV Melindo Digitama).

2.2 Artificial Flower Vase

Artificial flower vases are an important part of the flower itself, which cannot be separated from the flowers. If the artificial flower is not given a vase, then he will look like a pile of garbage that will soon be thrown away. On the other hand, artificial flowers that have been arranged in a vase will attract people's attention to approach and enjoy its beauty. Therefore, artificial flower vases should be considered in order to make flowers appear more aesthetic and artistic.

Some things to consider in choosing an artificial flower vase include: choosing the right size, determining a matching shape, aligning the color of the flowers with the vase, choosing the material for making vases, adjusting to the interior style of the room.

2.3 North Sumatra Traditional Art

One of the relics of traditional art products from North Sumatra is the variety of ornaments or ornaments. These ornaments are found on the walls of the building that function as decoration, and are also a guide for the community, because the motifs in the ornaments have sacred meanings.

The general understanding of ornament is decoration applied to functional objects such as building walls, furniture objects, clothing and others. Ornaments can be in the form of a collection of motifs that are combined in a single unit to become a decoration. [4] Ornament is a component of an artistic product that is added or intentionally made for the purpose of decoration. In addition to its implicit duties regarding aspects of beauty, ornaments are often found in symbolic values or specific purposes that have to do with the way of life (symbolic values) of humans or their loving society.

Gustami added that the existence of ornaments is a satisfaction for the sense of human beauty in the present and in the future. Meanwhile suggests that starting from prehistoric times in Indonesia, until today the existence of traditional ornaments is always needed in human life.

Traditional ornament is a form of decoration that has certain criteria or special provisions, both in terms of shape, color, place of placement, and the meaning or messages conveyed. These special provisions are the result of an agreement from a group of people who live together or a certain ethnic community. Ornaments are decorations in the form of patterns and have cultural values [5]. What is meant by cultural values is the existence of moral messages conveyed through these ornaments. Then there are also religious values it contains based on the beliefs of the ethnic communities that support it.

He further explained that a review of traditional ornaments found in North Sumatra in general can be seen based on the form of images, in the form of human shapes, animal shapes, giant shapes, plant shapes, geometric shapes, and natural or cosmic shapes.

The use of traditional ornaments as decoration of modern objects is one of the efforts to revitalize the past culture so that it will still exist in the future. Then the traditional ornaments have different patterns in each region of the archipelago, so that it will be an attraction for tourists to visit these areas.

The application of ornaments on display objects is very meaningful so that it becomes a source of pride for the creators and observers of these products. This is also displayed on functional objects (crafts) in addition to being used as a practical function as well as a decorative function. More than that, functional objects can also switch functions to be merely decoration or display, depending on the creator and user, an approach with the term "art craft" is used [6].

2.4 Room Decoration

Several parts of room decoration, including; floors, walls, ceilings (ceilings), windows, doors, furniture and accessories [7]. An explanation about accessories, that the addition of accessories can add visual richness and taste to an interior arrangement. These accessories can be in the form of useful objects, elements, and architectural accessories and art objects and plants [8]. Space accessories can create an inner atmosphere that has aesthetic values for the user [9].

Elements of decoration in a room are often called accessories. Like an interior designer, he must also pay attention to accessories as the aesthetic value of space to create a soothing atmosphere [10]

Based on the quote above, this research tries to realize one type of accessories, namely artificial flowers. The use of artificial flowers as one of the media for room decoration has been a habit of the people since ancient times, because in general it can give a beautiful impression to the room.

2.5 Ornament Application Technique

The selection of processing techniques and the application of ornamental designs is influenced by the purpose, material, shape, and objects to be decorated. In the past, traditional house ornaments were processed using chisels or carvings on wood as material. The purpose of

applying ornaments with a chisel technique is to keep them visible and last a long time and to produce textured relief properties.

If the vase is made of glass or porcelain ceramics, then the choice of applying the ornament is more suitable with the paste technique. However, it also needs to be considered if the shape of the surface is uneven and curved. Of course, it has the potential to easily come off or peel off the decorative patch. So on the flat and curved parts that are not too sharp, the paste technique can be applied. For plastic materials, it also needs to be seen from a flat or textured surface, if it is flat, it is certainly easier with the pasting technique, and if it is textured, the painting technique can be chosen. The same can be applied to vases made of unglazed clay.

Making decorations on objects manually with the paint technique has the disadvantage of achieving neat and precise shapes. But on the other hand there is a satisfaction for an artist when he paints with his own hands. It is often said by artists that handwork will always have its own value, namely satisfaction. So the creation of works of art is not solely to meet the needs of consumers, but also the inner needs of the artist.

The progress of the ceramic industry in several countries has applied decorations based on traditional ornaments, such as China and Japan. Application of ornaments on porcelain ceramic objects such as jugs and plates.

The application of ornaments as above already uses high technology, through industry or manufacturing. As for the North Sumatra area, there is still no such application, so that various techniques can be applied manually.

The process of developing ornament designs can use computer tools, in order to achieve precise shapes and even colors. The features of the existing drawing program application on the computer such as Corel Draw are very helpful for designers to produce ornaments as modifications or repetitions of old forms. By utilizing computer aids in designing designs, it will be easier to document and reproduce the same form.

Decorations with pasting techniques include cutting stickers, printing stickers, which are pictures of motifs designed with the help of a computer, processed in the form of stickers that are produced by cutting into pieces. Cutting using a sticker cutting machine so the results are very precise. (source: Cuickprint.co.id) accessed May 11, 2020 at 11.23

Cutting sticker can be seen as one of the promotional media and also as a means of expression. As a promotional media, stickers may not be too familiar to the public, because promotions usually use images made in large sizes such as posters, banners or billboards. While stickers are always made in small sizes, due to limited tools, materials, and other technicalities. Therefore, stickers are designed to decorate small areas. In the world of art, stickers are a means of creating art, as well as communicating it to others to get awards. The habit of the younger generation sticking stickers on their favorite objects becomes a pleasure, and even becomes a style or identity. Cutting sticker is one form of artistic sticker presentation as an enrichment rather than sticker printing.

Printing sticker is the result of printing an image on paper or plastic that has a layer of glue on the back for easy attachment. The resulting image is intact in one sheet, so that it is quite easy to paste it once.

There are several differences between cutting sticker and sticker printing, including:

1. The design of the cutting sticker must be in the form of a vector or one line only. The line will later become a guide for cutting, by the sticker cutting machine. While sticker printing is almost all design formats that can enter the printer, it can be all of them.

2. In terms of color, the cutting sticker produces a solid color (not graded) or can be called decorative. While on sticker printing, the colors are very free and can be graded. So the resulting image can be like a natural photo.

The material used for cutting stickers is a type of plastic-based sticker material, and has a very strong adhesive glue. The material is water resistant and does not break when exposed to soap or detergent. The color is long lasting (does not fade) so decorated items look always crisp and new.

Since the pasting of the sticker results will be applied to a curved and flat area, then the cutting sticker is more suitable for use. The pieces of the sticker will be easier to stick to follow the shape of the surface of the field.

2.6 Development style

The model research method used to produce certain products, and to test the effectiveness of these products. Research and development was carried out on products of artificial flower vases with traditional ornaments from North Sumatra [11].

> *Educational Research and development (R & D) is a process used to develop and validate educational products. The steps of this process are usually referred to as the R & D cycle, which consists of studying research findings pertinent to the product to be developed, developing the products based on these findings, field testing it in the setting where it will be used eventually, and revising it to correct the deficiencies found in the filed-testing stage. In more rigorous programs of R&D, this cycle is repeated until the field-test data indicate that the product meets its behaviorally defined objectives.*

Research and development (R&D) is the process used to develop and validate educational products. The steps of this process are usually referred to as the R&D cycle, which consists of studying the research findings related to the product to be developed, developing the product based on these findings, the testing area in the setting where it will be used eventually, and revising it to correct deficiencies. found in the stage of submitting testing. In a more stringent program of R & D, this cycle is repeated until the test-data field shows that the product meets the defined behavioral objectives. Development research as a systematic assessment of the design, development and evaluation of programs, processes and learning products that must meet the criteria of validity, practicality, and effectiveness [12]. The criterion of "can show added value" in addition to the three criteria [13].

Development is carried out with the following strategies and steps: (1) initial assessment (define), (2) design, (3) realization (construction), (4) Testing, Evaluation, and (5) Revision.

2.7 Research and Technology Roadmap

To further clarify the research plan and program in detail, see the research roadmap in the following
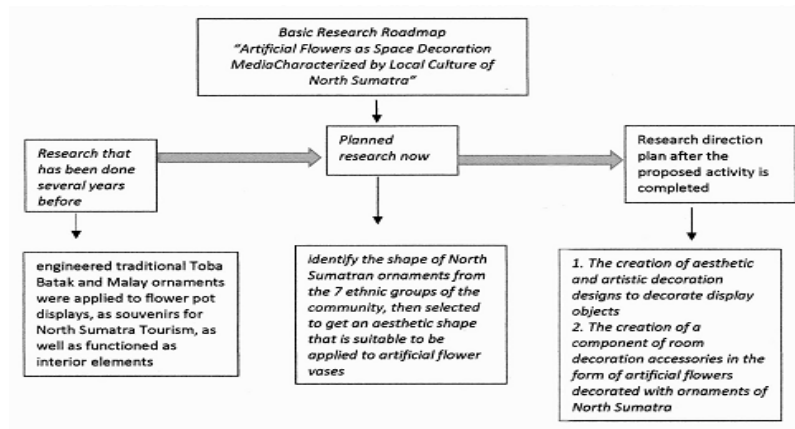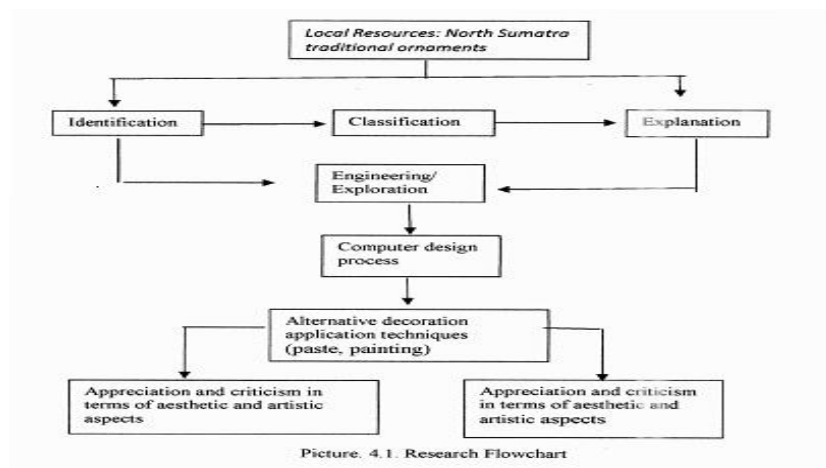
figure.

Fig. 1. Research Roadmap

3 Method

3.1 Research Flowchart

The flow chart of the research implementation in detail is described as follows.

Fig. 2. Research flowchart

3.2 Research Stages

The technical steps for carrying out the research can be described as follows: There are two technical working groups used in producing room decoration accessory component products. Group A is a technical related to the creation of ornaments as decorations of artificial flower vases. Group B is the technical selection of the shape, color, size, and material of artificial flower vases. Furthermore, the technical steps for each group will be described as follows:

3.2.1. Ornaments Procurement Technical

    a. Collecting data on traditional forms of North Sumatran ornaments (through documentation books) and through web browsing (internet).

    b. Selecting the forms of ornaments that will be applied as decorations for artificial flower vases.

    c. Designing ornaments using a computer program by considering the size of its application to an artificial flower vase.

    d. Print the ornament design in the form of a cutting sticker based on the purpose of applying it using a pasting technique.

    e. Designing a sketch of an ornament motif and printed on tracing paper, as a patron for the application of painting techniques.

    f.   Apply cutting sticker of traditional North Sumatran ornament on an artificial flower vase.

    g. Doing coloring (painting with a brush) on an artificial flower vase

3.2.2. Technical selection of the shape, color, size, and material of artificial flower vases

    a. Consider the shape, color, size, based on the placement plan.

    b. Selecting materials and considering various ease of production

    c. Applying ornaments on the outer side of an artificial flower vase, either by sticking techniques, or by painting techniques

3.2.3 Ornament Design

The design of ornament designs, modification of motifs, and colors can be done through computer applications. The Corel Draw application program is one application that can make it easier for designers to experiment in order to achieve aesthetic and artistic ornamentation.

4 Results and Discussion

Traditional ornaments of North Sumatra which are spread in seven ethnic communities can be developed as an alternative, but in this study it was chosen based on the researcher's own considerations (purposive sampling). The reason is to look for forms that are considered unique and or have certain aesthetic aspects.

Artificial flower vases are decorated on the outside with a paste technique. The selected North Sumatran Traditional Ornaments were developed using a computer using the Corel Draw image application. The ornament design underwent an adjustment, especially in terms of size, because it adjusted the area of the decorated area.

The ornaments that have been edited are then processed into cutting stickers, so that the attachment technique is easy. The areas where the sticker will be affixed are slippery (non-textured) areas so that they stick more firmly.

The application of stickers on artificial flower vases can be seen in the following image.

Picture 5.2. Artificial flower vase in the shape of a cup, with a motif *Gatip-Gatip*

Figure 5.3. A barrel-shaped artificial flower vase, with a motif *Itik Pulai Petang*, and *Lebah Bergantung*.

Figure 3. Artificial flower vase in the form of a jug, with motifs of *Niotalakhoi* and motif *Bae*

Figure 4. Artificial flower vase in the form of a jug, with motifs of *Boraspati* and motif *Ipon-Ipon*.

Fig. 3. Flower Vase Decoration Painting Technique

5 Coclusion

Based on the study, it can be concluded Artificial flower vases are decorated to make them look aesthetic. The development of artificial flower vase decoration applies traditional North Sumatran ornaments as an attraction for tourists who come. North Sumatra to have souvenirs with local characteristics. Artificial flowers are imitations of natural flowers used for room decoration. Room decoration includes floors, walls, ceilings (ceilings), windows, doors,

furniture, and accessories. Artificial flowers are one of the room decoration accessories. Artificial flower vases are made of plastic, glass, porcelain, and clay. Industrial flower vases are generally plain, without decoration, and plain colors.

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