

Development of Medan Batik Motifs with Printing Techniques and Product Branding at CV. Ardhina Batik

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Abstract. Batik cloth is a product of artwork which is the result of drawing art on cloth which then became a fairly large industry in Indonesia. The journey of the batik industry as a cultural heritage of our ancestors has grown very rapidly. It has been proven that there have been many batik entrepreneurs, especially in the Java area, which have become a livelihood for the community and have increased the welfare of the local economy. In addition to Java, batik is currently also developing widely, one of which is in Sumatra, namely Medan City. One of the batik cloth businesses in Medan is Ardhina Batik. One of the challenges and problems faced is the demand from consumers related to various batik cloth motifs. So far, the batik cloth motifs produced at Ardhina Batik still rely on ornaments from ethnic groups in Medan and its surroundings, namely the Toba, Karo, Mandailing, Malay, Nias and Pak Pak Dairi ethnic groups. With these problems, batik entrepreneurs must take the initiative and continue to make creative innovations in producing their batik cloth, namely by creating new motifs that are unique, creative, bold, attractive and of high quality so that they can be competitive and meet customer expectations. The development motif created is a batik motif by lifting cultural icons, characteristics, uniqueness that exist in the city of Medan such as Becak rowing, Maimun palace, Bolon house, Tirtanadi tower and the Post Office. The next step after creating a new batik motif is to brand the product by creating a promotional design. The research method used is R & D. The stages in R & D are Problem Analysis, Design and Development, Implementation, Evaluation. This research is targeted to produce mandatory outputs in the form of: 1) Research report; 2) Design of batik motifs and promotional media for Ardhina Batik; 3) Research Video, 4) Presentation of the International Seminar organized by Polimedia; and 5) publication in international journals.

Keywords: Medan Motif Batik, Printing Technique, Branding, Ardhina Batik

1 Introduction

Batik is one of the cultural heritages in Indonesia that should be preserved and developed. The batik industry has existed since the Majapahit era until now. Initially, the making of batik cloth was done with a writing technique known as batik tulis and then along with the development of the era, it was made with a printing technique or Cap because it was faster and more efficient in its production [1].

Along with the passage of time and the development of the era, batik has developed very rapidly. It has been proven that there have been many batik entrepreneurs, especially in the Java region, which have become a livelihood for the community and have increased the welfare of the local economy. In addition to Java, batik is currently also developing widely, one of which

is in Sumatra, namely Medan City. One of the batik cloth businesses in Medan is Ardhina Batik. One of the challenges and problems faced is the demand from consumers related to various batik cloth motifs [2].

So far, the batik cloth motifs produced at Ardhina Batik still rely on ornaments from ethnic groups in Medan and its surroundings, namely the Toba, Karo, Mandailing, Melayu, Nias and Pak Pak Dairi ethnic groups. With these problems, batik entrepreneurs must take the initiative and continue to make creative innovations in producing their batik cloth, namely by creating new motifs that are unique, creative, bold, attractive and of high quality so that they can be competitive and meet customer expectations. The motifs that will be created are batik motifs that highlight cultural icons, characteristics, and uniqueness in the city of Medan such as Becak Mesin, Becak Paddle, Maimun Palace, Tjong Afi House, Tirtanadi Tower and others [3-6].

From the problems that exist in Ardhina Batik, efforts to continue to preserve and develop batik, one of which is by developing innovative, unique, creative and attractive batik motifs and carrying out product branding by creating attractive promotional designs to support the development of these batik products.

2 Methodology

2.1 Research Location

This research will be conducted at the Creative Media State Polytechnic PSDKU Medan precisely in the Graphic Design Laboratory in designing product designs and designing promotional media branding while the observation place is at CV. Ardhina Batik, Jl. Bersama Gg Musyawarah no.2 Medan Tembung.

2.2 Design Method

The design method in this research goes through several stages, namely the *client brief stage*, information collection, observation and discussion, concept design and final design.

Client Brief Stage

In the initial stage the author receives data and information that has been given by *the client*, the contents of which are regarding what *the client* wants in creating batik motifs.

Information Gathering Stage

In the information gathering stage, a method is needed to solve the problems that have been presented previously, namely by conducting observations. In this observation, the author looks for references regarding the form and motif of batik that will be produced. After observation, the author discusses with the client about the results of the observations that have been obtained. In the discussion, the author plans the stages to achieve the final design, namely analyzing the brief from the client, brain storming, making alternative designs, assistance and revisions and finally the final design.

Concept design stage

After analyzing the brief from the client, the next step is to create a batik motif design that has been agreed upon with the client until the final design. The steps in creating a batik motif are as follows:

1. Create sketch images from various themes of selected icons.
2. Create a digital motif image measuring 20 x 20 cm.
3. Make a print or stamp from a digital image of a batik motif.

4. Print or stamp on the fabric according to the specified color.

2.3 Data Collection Techniques

Data acquisition techniques through interviews and observations are processed with design concepts applied in accordance with the research stages, namely 1) Discussion, Review, 2) Design program, 3) Design concept development, 4) Design alternatives, 5) Final consultation.

2.4 Data Analysis Techniques

The data analysis technique used in the study is the interactive data analysis technique of Miles and Huberman [7]. The process or flow in this technique is data reduction, data presentation and verification or preparation of conclusions.

3 Results And Discussions

The research resulted for CV. Ardhina Batik through the following stages:

3.1 The Market Research

Company Profile

Ardhina Batik Motif Medan is one of the companies engaged in the manufacture of hand-drawn and stamped batik. The company located on Jalan Bersama Gg Musyawarah No. 2 Medan Tembung, has been operating since October 1, 2010. Mr. Edy Gunawan in pioneering this batik business is he thought of doing " *reinventing the new ulos*". "The new ulos" is a manifestation of a new type of material/cloth that can be accepted by anyone and anywhere. In accordance with our daily needs. He thought of doing a cultural fusion between Javanese and Batak cultures. The fusion of cultures is in the form of a batik cloth. Batik cloth made using Javanese batik techniques but using motifs originating from Ulos Batak.

Analysis Data

From results analysis can concluded that so it is time for batik motif designs to be developed through idea creative with draft visual elements of local culture with iconic themes in the city of Medan and how to do product branding with supporting media or creative media and represent the visual image and identity of the Medan motif batik brand.

Analysis Design motif issues

The development of the batik world until now has always been dynamic. One thing that is of concern is that interest in existing batik motifs tends to be saturated. Especially for the youth segment, they tend to be saturated with existing batik motifs. So, it's time to develop new motifs, which are more creative and interesting.

Design Concept

1) Batik Motif Design

The design concept for developing batik motifs is to take local iconic and cultural motifs in the form of buildings in the city of Medan. Some of the icons that are references for batik motifs are the Maimun Palace, the Bolon House, the Post Office Building, the

PDAM Tower and the Rowing Pedicab.

2) Final Batik Motif Design

The final design of the batik motif resulting from discussions with Ardhina Batik is the selection of 4 Medan building motif characters, namely the Maimun Palace, PDAM Tower, Post Office Building and Bolon House plus the Becak Rowing icon.

3) Visual Design of Medan Motif Batik

The results of the Batik Motif Design Plan that have been developed and then made into a stamp canting are as follows:

1. Motif 1

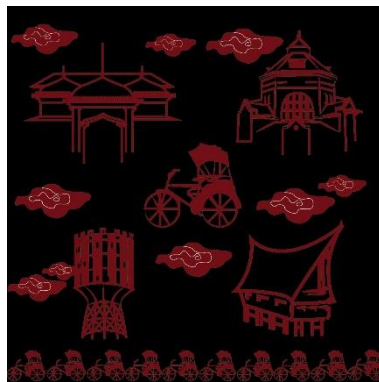


Fig.1. Motif 1

2. Motif 2



Fig. 2. Motif

3. Motive 3



Fig. 3. Motif 3

4. Motive 4



Fig. 4. Motif 4

Application of Motif Design

The application of batik motif design in the form of canting prints is then a printing process using a stamp technique on the fabric media. So that the Medan batik motif resulting

from the development is as follows:

Batik Cloth

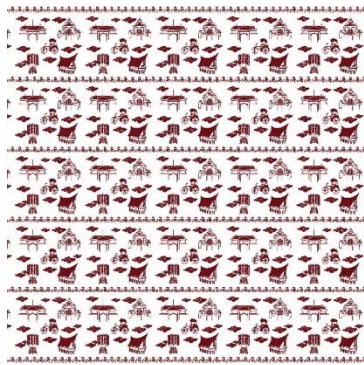


Fig. 5. Batik cloth

Application of motifs on clothes



Fig. 6. Medan Batik Motif Clothes

Brand Visual Identity

Product branding carried out at CV. Ardhina Batik is by using printed media in the form of Neon Boxes, Tissue Boxes, handkerchief boxes, business cards and car stickers.

1. Neon Box



Fig. 7. Neon Box

2. Tissue Box



Fig. 8. Tissue Box

3. Car Stickers





Fig. 9. Car Stickers

4. Name Card

Fig. 10. Business Card

4 Conclusion

Medan batik motifs carried out by CV. Ardhina Batik is a strategic step to be able to maintain the batik industry business that has been engaged in so far. To complement the efforts to develop existing batik motifs, it is also necessary to carry out product branding through various media as a promotion for CV. Ardhina Batik to be better known in the surrounding Medan community.

In addition to developing Medan batik motifs at CV. Ardhina Batik to meet customer and consumer demand, especially from young people who are bored with existing batik motifs. Medan batik motifs can also be used as souvenirs typical of the city of Medan while also further promoting the city of Medan.

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