

Exploration of Betawi Batik Motifs Inspired From Betawi Culinary Characteristics

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Abstract. This research explores the development of Betawi batik motifs inspired by the culinary characteristics of Betawi culture, utilizing the design thinking methodology. The study focuses on translating the vibrant colors, textures, and symbolic meanings found in Betawi cuisine into innovative and culturally resonant batik patterns. Guided by Fashion Trend Forecasting for 2024-2025, the research also integrates contemporary color palettes and shapes to ensure the motifs are both modern and relevant. By applying the design thinking process—empathizing with cultural context, defining culinary identity, ideating, prototyping, and testing—this research aims to create motifs that honor Betawi heritage while appealing to current fashion trends. The study is specifically limited to the exploration and conceptualization of these motifs, without delving into the technical aspects of batik production or commercialization, ensuring a balance between cultural preservation, design innovation, and fashion relevance. The results are expected to enrich Betawi batik with a new collection of motifs themed around traditional Jakarta cuisine, thereby adding to the cultural tapestry of Betawi batik art.

Keywords: Betawi batik, motifs, culinary, FTF.

1 Introduction

Jakarta, as the capital of Indonesia, is not only rich in culture and history, but also has unique culinary delights that are part of its identity. In an effort to preserve culture and introduce typical Jakarta culinary delights on a piece of batik cloth, this research uses culinary themes such as roti buaya, kembang goyang, Bir pletok, kerak telur, and selendang mayang as Betawi batik motifs. Through historical narratives and the transformation of these culinary delights into batik motifs, it is hoped that this can provide added value to Betawi batik and introduce Jakarta's culinary riches to the wider world. Current culinary trends show that consumers are not only looking for a satisfying gastronomic experience, but also want an aesthetic and attractive presentation. Regional specialties, including Betawi specialties, have become a highlight in the culinary industry because of their unique taste, appearance and cultural history. Along with that, fashion trends also continue to develop, where motifs and colors inspired by culinary trends have great potential in creating innovative and attractive fashion products.

In facing this challenge, the Design Thinking method offers a systematic and creative approach to overcoming design problems. By integrating the Empathize, Define, Ideate, Prototype, and Evaluation stages, this method allows designers to better understand user needs and create competitive solutions. In addition, basic shape and color theory, especially based on Fashion Trend Forecasting 2024-2025, provides valuable guidance in creating textile designs that suit

the latest fashion trends. By understanding emerging color and shape trends, designers can create batik motifs that are relevant and attractive to the global fashion market. With this background, research on the exploration of Betawi batik motifs inspired by Betawi specialties and their application in fashion is very important. It is hoped that this research can contribute to raising local cultural values, following global fashion trends, and enriching the country's creative industry.

1.1 Batik Betawi Motif

Decorations are not just visually beautiful patterns, but are also an expression of the rich and complex cultural heritage of the Betawi tribe in Jakarta. With distinctive patterns, such as floral, leaf or animal motifs, Betawi decoration has become a symbol of rich history and unique cultural identity. As stated by [1], the use of these motifs is not limited to batik, but is also seen in various aspects of daily life, from decorative arts to architectural design. In industry, Betawi motif decorations have a very important role as the main attraction for domestic and foreign tourists. Various products such as handicrafts, clothing and souvenirs are often decorated with Betawi motifs, giving a distinctive and authentic impression to visitors. The importance of Betawi decorative motifs in industry is also recognized by [2] who emphasizes that these motifs have deep and implicit symbolic meanings, adding to the richness of Indonesian culture. However, the importance of Betawi motif decoration is not only limited to industry, but is also closely related to the preservation of cultural heritage. The architectural design of typical Betawi houses, which are often decorated with Betawi motifs, is an integral part of the history and identity of the city of Jakarta. [6] also highlights the role of Betawi decorative motifs in creating a strong visual identity for the city of Jakarta

1.2 Design Thinking

Design thinking is an innovative approach in designing solutions to complex problems by focusing on user needs. The stages in this approach, such as empathize, define, ideate, prototype, and test, help designers and innovators to deeply understand the needs and problems faced by users [3]. In addition, several studies have shown the application of design thinking in various fields. For example, [7] developed a studio learning model, Design thinking -Project Based Learning (DTPjBL), in a fashion design program. [4] applied the design thinking method to a social entrepreneurship project, while [2] implemented it in creating the Happy Class application on the UPI Cibiru campus. [5] in his book "Design thinking research" discusses how design thinking can be applied in various industries and business sectors to understand customer needs and create more innovative products. The Interaction Design Foundation explains that design thinking is a very effective approach to solving complex problems because it allows designers and innovators to understand user problems in depth. Thus, design thinking is not only important for improving product innovation and quality, but also for creating solutions that are more in line with market needs. Therefore, the application of this method is highly recommended in various fields, especially in the innovation and product development process.

1.2 Fashion Trend Forecasting 2024/2025

Fashion trend forecasts play an important role in guiding the direction of the fashion industry, providing insight into the styles, colors, fabrics and silhouettes that will dominate the market

[9]. As we look ahead to 2024, several key trends are anticipated to shape the fashion landscape: 1. Heritage; 2. Fusion; 3. New Spirit; 4. Cyberchic.



Fig. 1. Fashion Trend Forecasting 2024/2025

2 Method

This research adopts the design thinking method as a framework that allows innovative product development with additional exploration of Betawi batik motifs inspired by typical Betawi food as a characteristic of Jakarta [5]. This approach has been widely applied in design research, demonstrating its effectiveness in creating creative and innovative solutions. In the context of this research, the design thinking method was chosen because it allows a deep understanding of user needs and the preparation of appropriate solutions through a series of stages, including empathize, define, ideate, prototype, and test.

2.1 Design Thinking Method

This research adopts the design thinking method as a framework that allows innovative product development with additional exploration of Betawi batik motifs inspired by typical Betawi food as a characteristic of Jakarta. This approach has been widely applied [5] to design research, demonstrating its effectiveness in creating creative and innovative solutions. In the context of this research, the design thinking method was chosen because it allows a deep understanding of user needs and the preparation of appropriate solutions through a series of stages, including empathize, define, ideate, prototype, and test.

2.2 Design Thinking

Empathize: At this stage, researchers will conduct an in-depth study to understand the needs, desires and problems faced by potential users of Betawi batik motifs inspired by typical Betawi food. Interviews, observations and direct observations will be conducted to formulate a deep understanding of the preferences and challenges faced by users. The following is an explanation of the Design Thinking Stages in this research. **Define:** The next stage is to define

the problem that was identified in the previous stage. Researchers will analyze the data that has been collected to formulate the problem clearly and specifically. This will help in designing appropriate and effective solutions at a later stage. Ideate: At this stage, researchers will produce various creative and innovative ideas in designing Betawi batik motifs inspired by typical Betawi food. These ideas will be developed through brainstorming, group discussions, and concept exploration. The goal of this stage is to produce a unique and interesting solution that can meet the needs and desires of users. Prototype: The next stage is to create a prototype of the Betawi batik motif design that has been designed. This prototype will allow researchers to practically test and evaluate the design. Users will be involved in the testing process to provide valuable feedback for the development of better designs. Test: The final stage is to test the Betawi batik motif design prototype on potential users. This testing will provide a better understanding of user responses and reactions to the design. The results of this testing will be used to iterate and refine the design before launching it to the market. By following this design thinking stage, it is hoped that researchers can produce unique, innovative and attractive Betawi batik motif designs, which can become a trend in the fashion industry and enrich Betawi cultural heritage.

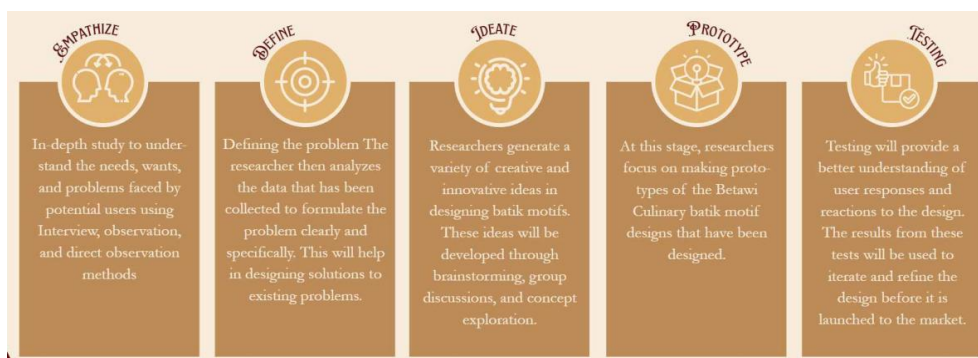


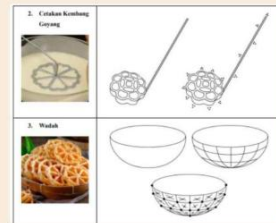
Fig. 2. Design Thinking

3. Results and Discussion

Jakarta, as the capital of Indonesia, is not only rich in culture and history, but also has unique culinary delights that are part of its identity. In an effort to preserve culture and introduce typical Jakarta culinary delights, this research highlights culinary themes such as crocodile bread, kembang goyang, kerak telur, and mayang shawls as Betawi batik motifs. Through historical narratives and the transformation of these culinary delights into batik motifs, it is hoped that this can provide added value to Betawi batik and introduce Jakarta's culinary riches to the wider world. The following are the results of an exploration of Betawi batik motifs inspired by Betawi culinary delights.

Transformation of Betawi culinary specialties into batik motifs.

1. Kembang Goyang



Shape transformation of kembang goyang

Kembang Goyang cake is one of the traditional cakes of Betawi and also in Malaysia. The name kembang goyang comes from its shape that resembles flower petals or flowers and the process of making it while rocking or dancing to attract buyers.



Heritage (Aristocracy)

Sample of kembang goyang motifs

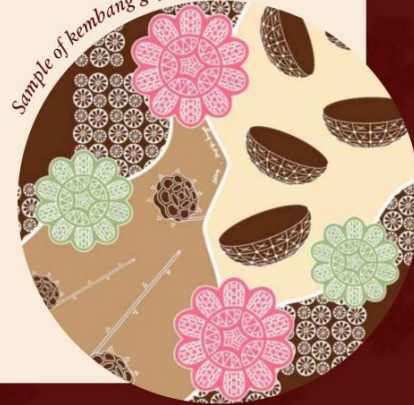
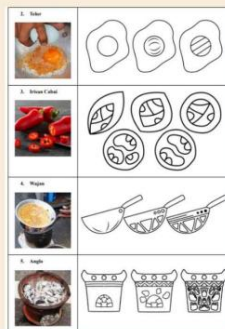


Fig. 3. Kembang Goyang Motif

3. Kerak telur



Shape transformation of kerak telur.

Kerak telur is a typical Betawi food, consisting of white glutinous rice, chicken or duck eggs, ebi, and fried onions complemented by spices such as red chili or green chili, kencur, ginger, salt, sugar, pepper, and roasted coconut shavings. This food is the result of cultural acculturation between nations, kerak telur symbolizes harmony in human relationships that change as the environment changes.



Fusion (borderless, symbiotic)

Sample of kerak telur motifs



Fig. 4. Kerak telur Motif

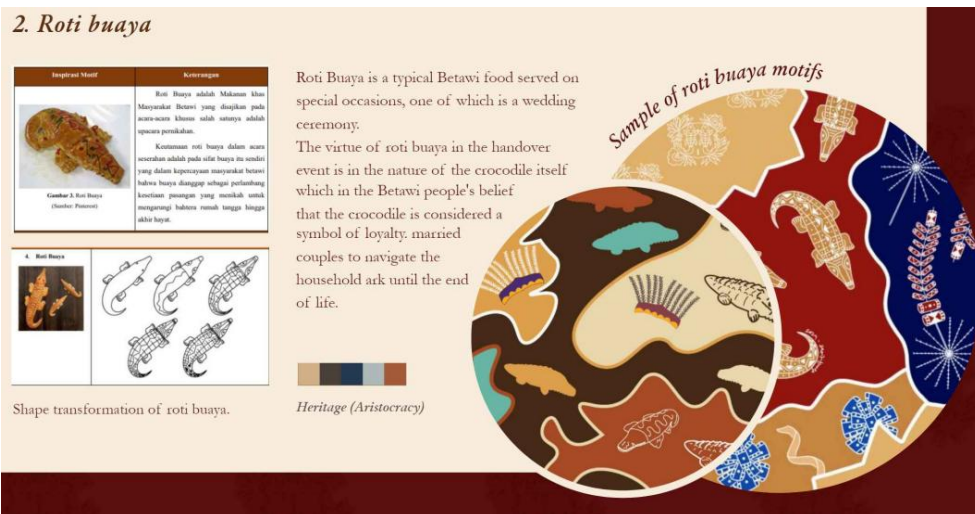


Fig. 5. Roti Buaya Motif



Fig. 6. Selendang Mayang Motif

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