



THE PROCESS OF MAKING THE LASEM BATIK MODULE BOOK

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Abstract

Batik Lasem is one of the batiks that have a characteristic that Batik Lasem is very famous for because of its characteristics as a beautiful coastal batik with bold coloring so that the batik made has a high selling value. In the field study, it was found that the development of fashion design on lasem batik was minimal due to the lack of reference books and technical training in making fashion designs. In writing this time, the author wants to make a unique module book for lasem batik fashion design. The method used is the method of writing in two stages, namely the stage of qualitative method, qualitative field study (Field Study), and the second stage, namely the stage of the design production process and book layout with a focus on three stages of the process in making book designs, namely the pre-production process, production, and post-production. This discussion is limited to the first stage, namely the qualitative stage, the type of qualitative field study. The purpose of making this paper is to answer requests from craftsmen to present a design module book for the stages of making fashion clothing designs, especially the Batik Lasem design.

Keywords: Design, Batik, Lasem, Module, Book

INTRODUCTION

Batik Lasem is very well known for its characteristics as a beautiful coastal batik with bold coloring [14]. Most of Lasem's batik is hand-drawn batik which is made entirely by hand (find sources). Therefore, the time of manufacture was not short. It takes months to produce one high-quality batik cloth. The batik cloth produced by batik artisans in Lasem is quite good and beautiful but has not followed the development of fashion trends that always develop every year. The clothes or fashion models that are produced still tend to use old models or only in the form of shirts. Based on direct observations in the field in January 2022, the clothes that were sewn were only ordinary models and there were no specific clothing models that raised the selling price of the Lasem batik. On the other hand, there are not many media module books that discuss fashion models to provide knowledge or inspiration about fashion models using Lasem batik to the owners and craftsmen of Lasem batik, while books are a collection of information sources that can be useful as information media [1]. On this basis, the author makes a lasem module book that can inspire batik craftsmen/owners to get inspiration in making their clothes, with the aim that the clothes that will be made later have a higher selling value.



RESEARCH METHOD

The method in this discussion is a qualitative method of field study [4], which was previously a development of the qualitative method [7]. From there the qualitative method consists of the literature study method by [2] and also the field study method [6]. In his paper, Darnalaksana formulated a qualitative method using two channels at once, namely a combination of literature study [8] and field study [12] as shown in the chart below:

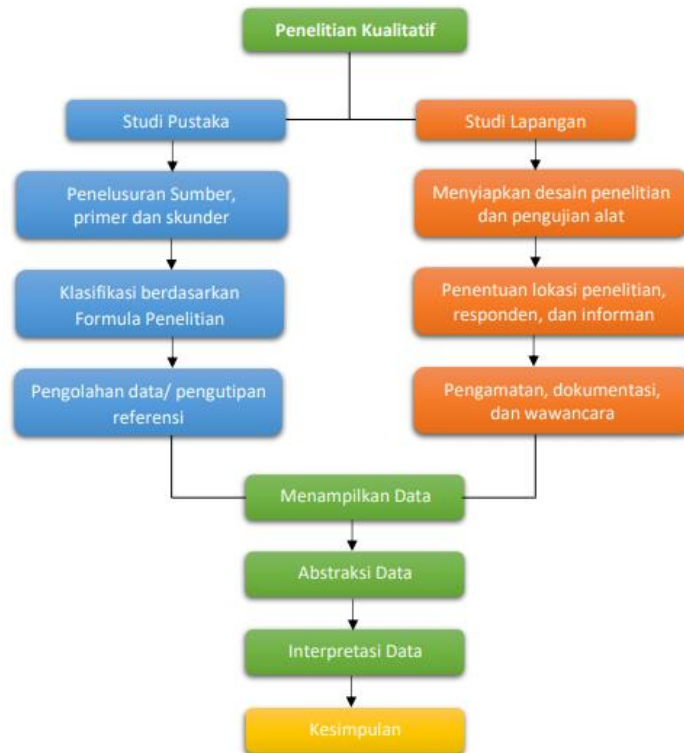


Chart 1. Types of Qualitative Research by Bibliography and field study (2020)
[Source: Darnalaksana W]

The literature study was carried out by tracing sources, namely primary data, namely books produced with primary data that were directly related to Lasem craftsmen and produced a collection of Lasem batiks which were certified in [3] and secondary data obtained by searching for books on the design process and book layout [13].] and illustrations [12], while the grid-making system is in [13] which is summarized in the discussion of the proceedings under the title book and layout design [11].

The above method was carried out in the search for initial data in [4] in this writing the Field study was carried out in conjunction with the Literature Study. The field study was carried out is observing the process of making batik, the historical process of the formation of Lasem batik, and the meaning and significance of Lasem batik with the interview method of Lasem batik craftsmen. Documentation was also carried out with photographs of Lasem's batik. As initial data, the authors distributed questionnaires to obtain accurate data on the need for making the Lasem module book.

DISCUSSION

In the discussion of writing this time, stage one can be described, namely the stage of searching for data with literature studies and field studies.

Based on the results of a field survey from the distribution of questionnaires in the field, which were spread to 230 correspondent craftsmen and enthusiasts of Batik Lasem aged 15-20 years (36.5%) where the age was 84 respondents. The number of respondents aged 20-30 (16.5%) years is 38. The number of respondents aged 30-40 years (17.4%) is 40. The number of respondents aged 40-50 years (10.9%) is 25 The number of respondents >50 years and over (18.7%) is 43. Of the 230 respondents, (90%) have Batik. The following is a chart of the need for the creation of this Lasem module book.

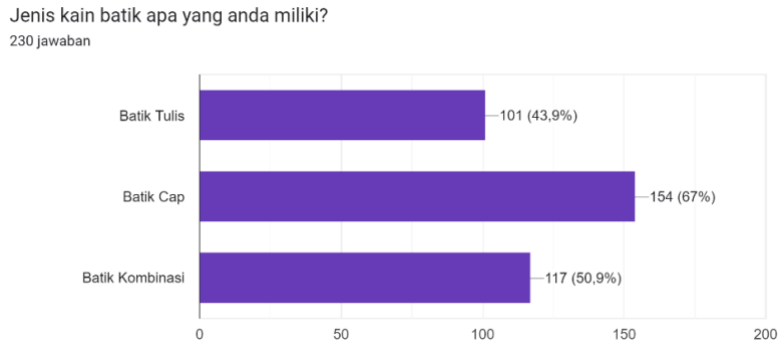


Chart 1. Types of batik cloth owned by 230 respondents
[Source: Document Syafira 2022]

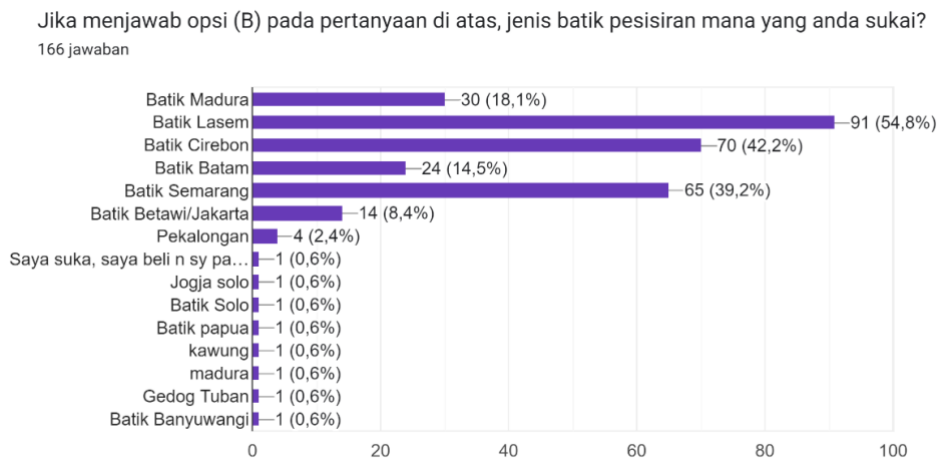


Chart 2. The most popular type of Lasem batik cloth 230 respondents
[Source: Document Syafira 2022]

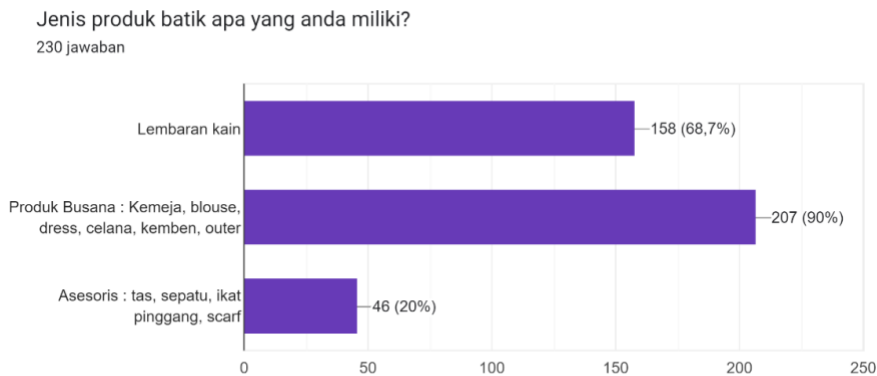


Chart 3. Types of batik products owned by 230 respondents
[Source: Document Syafira 2022]

A total of 207 people out of 230 answered that the batik cloth they owned was used in fashion products. With this, it is sufficient to provide reasons for the author in the process of making the Lasem batik module book.

The method [4] above was carried out in searching for the initial data in this writing, namely the Literature Study. In the discussion, the literature study is very necessary for making the Lasem module book, so that in making the book it can be an inspiration and complement each other's data as well as perfect the Lasem book module made.

In his book [3] he specifically describes Lasem batik. In his book, he tells how the history of batik Lasem exists, where is the geographical location of batik Lasem, and this book provides derivatives of the colors commonly used in batik Lasem, then a certificate of HaKi is made as a form of community service. In addition to the book [3] the author also conducted a literature study in [14] which also discussed Lasem batik related to the distinctive colors and the *pusung tumpal* motif which was a special discussion in his journal. For the discussion of motifs and types of decoration, the author cites [10] to apply the types of decoration in making the layout of the Lasem module book. In addition to searching for books related to Lasem batik ornaments, the author also seeks to know about the stages and processes of making book designs and layouts.

Secondary data was obtained by searching the design process book and book layout [13] which contains the notion of layout, and the types of layouts. The next data search is related to the definition and types of illustrations [13], while the grid creation system and types of grids are found in [13]. which is summarized in the discussion of the proceedings with the title book and layout design [11].

In the discussion [11], it is discussed how the stages of making book designs and layouts starting from pre-production, production, and post-production. in the process of making the design and layout of the book, namely pre-production, starts from looking for creative ideas, mind mapping, mood board. Next in the production stage, the author begins to make the contents of the book and make design illustrations, create illustration assets for the contents of the book using Adobe Illustrator software which is then compiled with Adobe Indesign software in making the book. The last stage is post-production, at this stage, the book script has been completed and the layout process can begin.

At the same time a field study was conducted, by looking at what the most important needs were in increasing the selling value of existing Lasem clothes. The field study phase is completed by distributing questionnaire data to respondents and related informants [charts 1,2,3]. From field studies obtained data related to the process of making Lasem batik, the formation of batik cloth as well as interviews with Lasem batik craftsmen, namely Sekar Kencana, Pusaka Bear and Kidang Mas, with the aim of getting what the basic needs are in the contents of the book, so that the module book is made according to with the needs of partners, so that they get the need, namely the importance of making a special book module for making Batik Lasem clothing.

The field study was carried out by the author, namely preparing research designs and testing tools by determining the focus of research locations in three places, namely Batik Sekar Kencana, Batik Kidang Mas and Batik Maranata Ong, as informants, to obtain accurate data. During the field study, the process carried out was observing the process of making batik, the historical process of the formation of Lasem batik, how the meaning and significance of Lasem batik with the interview method of Lasem batik craftsmen. Documentation was also carried out with photographs of Lasem's batik. As initial data, the

authors distributed questionnaires to obtain accurate data on the need for making the Lasem module book.

CONCLUSION

This paper concludes that in making the Lasem module book, the author divides the two stages in this discussion, namely the first stage, namely searching for data using the qualitative method of literature and field studies to obtain data according to market needs. After the first stage is complete and obtained, the author runs the second stage, namely the pre-production, production, and post-production stages which will be discussed in other discussions. With this early stage of writing, the author hopes to produce a Lasem module book design that is following market demand, so that this module book can be useful and can be an inspiration in making clothing, especially Lasem craftsmen, and generally Lasem Batik lovers and enthusiasts.

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