Development Of Embroidery Motif Designs Using The Principle Theory Of Gestalt

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Abstract: The typical embroidery in the province of East Kalimantan Indonesia, known as sulam tumpar has a variety of patterns with bright colors. Sulam tumpar is a decoration made on cloth or other materials with sewing needles and yarns. The various embroidery motif that are available today, the shape of flower motif is more often used in craft and fashion products. The need for new ideas for embroidery motif by taking abstract forms from local animals will add new creations to the local motif of the area. The problem in this study is to develop embroidery motif through the design process development model of Cross which combined with the figure and ground principle of gestalt theory. The purpose and benefit of this research is to design and develop new embroidery motif by applying the gestalt theory so that existing new motif will have two perceptual forms for those who look to be more interesting. The results of this study are the existence of new embroidery motif by displaying images of small egrets which are birds commonly found in the East Kalimantan province.

Index Terms: Embroidery, Motif, Design, Gestalt Theory.

1 INTRODUCTION
The typical embroidery in the province of East Kalimantan, Indonesia, known as sulam tumpar, has a variety of patterns with bright colors. Embroidery is a decoration made on cloth or other materials with sewing needles and threads. Fabrics and yarns used for embroidery arts vary according to place and country. Embroidery is widely applied in various products such as bags, clothes, and wall decorations. Of the various embroidery motif that are available today, the shape of flower motif is more often used in craft and fashion products. Another motif that is sometimes found is animal motif such as chicken. This typical East Kalimantan Province embroidery motif is made in accordance with the imagination or idea of the maker of plant motif in the area he lives. The need for new ideas for embroidery motif by taking abstract forms from local animals will add new creations to the local motif of the area. The form developed will apply the Gestalt theory figure / ground principle to make it more interesting. This theory will give the impression of the perception of embroidery motif that have multiple meanings to make them more attractive and interesting. The problem in this study is how to develop embroidery motif through a model of the design process development of Cross which is combined with the principles of gestalt theory. The purpose and benefit of this research is to design and develop new embroidery motif by applying the Gestalt theory so that existing new motif will have two different forms of perception for those who see them.

2 LITERATURE REVIEW
Principles in Gestalt Theory are always applied in various fields, such as the development of a design or advertising and interactive media [1] [2]. Some uses of gestalt theory in other fields such as education have been shown to improve learning [3] [4].

This can be a reference that the principles on gestalt theory can be applied in several fields that come into contact with designs such as embroidery motif. The embroidering process is actually quite simple, but only requires skill and patience to embroidery ethics, and also before embroidering initially making an image pattern first. The equipment and materials needed to embroidery spends are also quite numerous, such as cloth, threads of various colors and types, candles, pens, scissors, meters, needles [5], the spilled embroidery East Kalimantan example [6] currently appears as in Figure 1.

Fig 1. One of example motif embroidery from East Kalimantan

Each region has unique cultural characteristics and ethnic characteristics from its embroidery which are worked on from generation to generation and have tourist attraction and can be used in clothing [7] [8]. The embroidery of plant motif will be more interesting if there are other supporting motif [9]. Naturalist and geometric motif of embroidery cannot stand alone to add to the beauty of embroidery [10]. Development of embroidery motif can be done by making new designs that are more creative and innovative by placing regional motif. Embroidery motif can be developed from motif on batik handicraft products and sarongs [11] [12].

3 METHODS
This research was carried out in an effort to develop embroidery designs of typical East Kalimantan Province motif. The method used in this study is the product design method with the descriptive model design process of the Cross model [13] starting from the exploration process to the communication process. This model it shown in figure 2.
The final step of this activity is the detailing of the design concept. The development of embroidery motif designs was made by applying figure and ground from the principles of the gestalt theory. The output of this activity is the final design of the product in the form of an embroidery motif but has a double meaning for those who see it by following the principles of the gestalt theory.

4 RESULTS AND DISCUSSION
The developed motif is a formation of bird animals that live in East Kalimantan Province. In the initial process of observation and literature studies found several types of birds that are often found in this region.

Exploration
Exploration At this stage the observation and literature study stages are carried out to determine the types of birds that will be used as embroidery motif. Animals that will be based on embroidery motif are birds that are often found in East Kalimantan Province. The geographical location of East Kalimantan Province which consists of rivers and swamps of tropical climate makes many birds that live in the waters often encountered by people. One of them is a little egret. This bird is a bird that lives a lot in the Mahakam River region. The little egret is a small crane with a length of about 60 cm. White feathers and animals that migrate to Indonesia from other parts of the country. This bird is often found in the territory of Indonesia and lives in rice fields, swamps, mangroves, beaches and in other wetlands. The food is in the form of fish, frogs and invertebrate animals. The classification of birds that are often found in this area of East Kalimantan Province is that egretta garzetta Linnaeus was placed in the class of aves, Ordo pelecaniformes, the family eardeidae, and the genus Ergeta [14] [15]. Figure 3 is a photo of egretta garzetta that live in the East Kalimantan Province [16].

Evaluation
Figure 4 is the picture chosen for further development to be better.

Generation
This stage is to draw up a frame of mind in forming egret motif on the image media. Motif that are designed to resemble egret in general. The design results from this stage will be used as new motif from embroidery. This stage raises various alternative images of egret designs. The end of this stage is the determination of selected egret motif.

The end of this exploration activity is to determine the type of embroidery motif in the form of small herons that will be developed in the next stage.
Figure 5 shows a picture of egret motif that are designed more elegantly as a result of development in the previous stage.

Communication

In this step is the final stage of the design development process activities.

In figure 7 can be seen the application of the principle of figure and ground of gestalt theory. From these motif can be seen two pictures of bird egret motif nearby. The picture gives two perceptions in general that are two bird egret that are nearly face to face and a picture of the form of love with the variation of the picture around it.

5. CONCLUSION

The results of this study can be concluded that the development of embroidery motif designs can be done by adopting the shapes of animals that live around the embroidery maker. Development of embroidery motif can also apply the principles of gestalt theory to give a more interesting impression. The development of this research in future can then be carried out by applying other principles from the theory of gestalt to expand the pattern of motif more interesting.

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