

# Filigree Jewelry Product Differentiation (Case Study Filigree Kota Gede Yogyakarta)

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**Abstract** The reason that product design differentiation is important because it maintains a product's existence last longer in the market and keep the consumer interested into the product. Differentiation means increasing the quality, selling value, and visual value of a product. To develop a product, a creator are trying to create a new, creative, and distinguish product that different with other similar products in the market, in this case is traditional and modern jewelry.

Traditional jewelry has its own unique dimension in terms of design process, production techniques, and aesthetic aspects that combine several elements of material. Along with the development of industrialization and market segmentation becomes broader, jewelry becomes an appealing commodity. Time flies and jewelry has shifted from a meaning of self-philosophy of the user into a universal meaning as a consumptive identity in cultural society.

Filigree with his trademark can survive by showing its value in the international market. Filigree itself is one of the oldest techniques that have been abandoned for a long period of time because some reasons, especially about the process and other considerations. Kotagede Yogyakarta is one of the cities that still maintain the technique of design process filigree, although until now not a few of the craftsmen have started to spread to other cities.

**Keywords:** Differentiation, Product Design, Jewelry, Filigree.

## 1. INTRODUCTION

Jewelry has a universal meaning and local significance, especially the Indonesian silver filigree which has both historical and identity aspect of Indonesian. Since the past the art of metal craft has undergone a period of glory. Beautiful and fascinating works have been produced since ancient times, for example, religious ritual instruments, musical instruments, instruments of war, household items, and of course, jewelry. In Indonesia the art of jewelry arises from the demands of makeup, traditional customs, and religious ritual activities. Bronze, copper, iron, gold, and silver are widely used to make the works.

This technique is very distinctive, silver wire strung together into a beautiful composition. As the time passes, the development of silver art is never out of demand. This is because the model is not always becomes a reference but also other factors such as icons in product marketing that greatly affect. Filigree techniques are very popular used by Yogyakarta's craftsman. Filigree technique skills is a potency for the silver jewelry business in this area. However, the documentation on filigree techniques developed by artists is extremely rare. Documentation of any kind, including writing on filigree techniques is helpful in preserving this tradition and at the same time be regarded as a reference for developing it. This research tries to analyze and translates the identity of traditional art that is now developed into the art of modernism, seen from some aspect of symbol product design identities.

## 2. THEORY REFERENCE

The steps of research and development are (Sugiyono, 2013: 298-311):

1. Gathering Information

Once the problems can be demonstrated factually, further information needs to be gathered as the material for specific product planning that is expected to address the problem.

2. Product Design

Product in the form of system needs to be explained by how the system mechanism works and used with the following advantages and disadvantages.

3. Design Validation

Design validation is an activity process to assess whether the product design, in this case the new work system rationally will be more effective than the previous one or not. Rationally because the validation here is still an assessment based on rational thinking, not the real facts.

4. Design Improvement

After product design, validated through discussion with experts and other experts, research will know the weaknesses of the product that can be reduced by improving the design.

5. Product Trial

- a. In the field of engineering, product design that has been created cannot be directly tested, but must be made first to produce goods and the goods are tested.
- b. In the field of administration or social design, new systems can be directly tested, once validated and revised.
- c. For testing can be done with the experiment that is comparing the effectiveness and efficiency of the previous work system with the new one.

6. Product Revision

Product test using limited sample shows that the performance of the new work system is better than the previous one. The differences are so significant that the new work system can be applied to the

broader workplace in which the sample is taken, or applied to the actual workplace. However from the test results seen that the employee's comfortability using the new system is only 60% from expectation.

#### 7. Trial of Use

After testing the product successfully, and there may be a revision that is not too important, then the next product in the form of new work system is applied in real conditions for a wide scope.

#### 8. Product Revision

Revision of this product is done if in the real conditions there are defects and weaknesses.

#### 10. Product Making

Manufacture of bulk products is done if the product that has been tested declared effective and eligible for mass production. For example, making machines to transform something into useful materials, will be mass produced if the technological, economic and environmental aspects feasible.

### 3. DISCUSSION

#### 3.1. Kota Gede's Jewelry Overview

Kota Gede is one of the districts in Yogyakarta city which is known as an area with several handicrafts, one of them is gold jewelry craft. Kota Gede itself has many historical tourist attractions that are very interesting because this city in the ancient time was Mataram Kingdom. The visitors of Yogyakarta usually visit the traditional market, the Great Mosque of Kota Gede, and of course the center of gold and silver jewelry craftsmen market.

Kota Gede's craftsmen are very well preserved and equipped with certificates (gold and palladium) materials so buyers will feel safe and comfortable to by their hand craft there. Each of the products has passed the quality control check so it will not disappoint the buyer. The artisans jewelry of Kota Gede are those who are experienced in jewelry crafts, so the buyer can request the design according to their own desire so that each of the jewelry is very unique.



Image. 1 Filigree coach miniature

On 1586, capitalized in Kotagede, Yogyakarta led by Danang Sutawijaya who also has the nickname Raden Mas Ngabehi Lor ing Market, and subsequently titled as Panembahan Senopati ing Ngalaga. As the first area to be the center of the Islamic Mataram empire, Kotagede are required to meet the needs of the nobles including the needs of jewelry. In order to fulfill the demand and also in order to become the supplier, Kotagede's community is activated by the ruler to make souvenirs from silver. At that time the royal party also invited the jewelry artist came to Ngayogyakarta-Hadiningrat and then work according to skill, while giving guidance on local

community, with the next goal is that the need for jewelry can be fulfilled.

In accordance with the historical record, the invitation of the palace received by several people from the kingdom of Majapahit Hindu in East Java and also Bali who has expertise in woodcarving and gold. These people are known as the people of Kalang. Those craftsmen then having a family and child in Kotagede, so their skills are also passed down through generations by their children. The skills that passed down from generation to generation, then become unique aspect of Kota Gede. It has been for many years that the name Kotagede is attached with the expertise of its citizens to silver handicrafts. Therefore, the craftsmen continue to be trusted to produce souvenirs made of silver even though Senopati's era of panembahan has changed. Inevitably the "silver city" is still attached to the city aks the king of Yogyakarta, Kotagede.

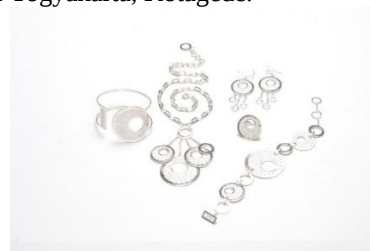


Image 2: Filigree products from Kota Gede

#### 3.2. Kota Gede's Jewelry-Making Techniques

This type of silver handicraft can be distinguished based on the way it is made, such as handmade silver, machinery silver, or silver made by casting. Silver produced from the mold process is a very rare variant found in Kotagede, Yogyakarta. This variant is just an alternative for silver production, mainly to meet the high demand in the market when the time of the production is limited.

##### 3.2.1. Handmade Silver

This silver handicraft is pure made by hand without using any machine. Start from the preparation until finishing process, all are done by hand. This craft is the embryo of the traditional silver industry and even now this silver handicraft is still dominated by handmade products. Handmade silver that is produced by Kota Gede's craftsman is well known for its quality. The handmade silver products from Kota Gede are filigree and solid silver, which is categorized based on its material. This handmade silver based on the material can be classified into two kinds:

##### 3.2.1.1. Silver Filigree

Also known as "silver trap" is a type of silver handicraft that use silver wire as the material. This soft wire then twisted and pressed to form a plate of silver. Silver threads or "silver wires" then is used to making of the jewelry decoration. In addition to being used as an accessory or jewelry material, silver filigree yarns are also functioned as materials to produce a variety of miniature, such as becak miniature, coach miniature, replicas of house, miniature of Harley Davidson and wall decorations.



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**Table 2:** Material Characteristic Mapping Analysis 2

(Source: Asep Sufyan, 2016)

## 4. CONCLUSION

The traditional jewelry of Kota Gede Yogyakarta divided into various type of rings, bracelets, bura (sertali), paddles and other wearable objects. The ring type are the ring of *pinta-pinta*, the *ribu-ribu* ring, the *belah rotan* ring, the *kerunggun* ring, the *puting* ring (bead bracket), the leman knot ring, the elephant tie ring, the silima lima ring, the ketanaken ring, the mash ring, the king's head ring and *manca-manca* ring. The type of bracelets such as the *jengker* bracelet, the *sarung* bracelet, the *giring-giring* bracelet, the *teba* bracelet, the bracelet of Kota Gede Yogyakarta and the small bracelet. The type of bura is a *kitik* kite, as well as houses, a large kite, a necklace with *berahmeni*, bura (shadows), bura (aliali), rante, rante singa and necklace with pendant. The type of paddle is the paddle of Raja Mehuli, the padung of *curu-curu* (body-raga), padung-padung and kudung-kudung. While other wearable objects are buttoned clothes, draham, cimata, flowers palas, bracelets kerungkung, wudang, hair comb and caping.

The implementation of differentiation theory on the existence of Kota Gede Yogyakarta traditional jewelry for the development of cultural tourism in Kota Gede is the diversity of its traditional jewelry as the symbol of an ethnic in the community of Kota Gede. The types of jewelry Kota Gede Djogjakarta has different functions such as for families who do not have children to be immediately given heir. In addition, as upah tendi (wage of soul), celebrate a new home, keep children from evil spirits, amulets and others. This type of jewelry is worn in custom ceremonies such as weddings, new home celebration, casting out evil spirits, and childbirth. Each type of traditional jewelry of Kota Gede Djogjakarta has a variety of motives. It is an unfathomable cultural treasure with a rich variety of ethnic jewelry which every form of jewelry made and handed down from generation to generation.

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