

## **The Implementation of Contemporary Pattern Design to Women's Ready-to-Wear Inspired by Tidung Tribe's Tradition**

Amarylis Issad Setiawardhani,<sup>1\*</sup> Marini Yunita Tanzil<sup>1</sup>

<sup>1</sup>*Ciputra University, Surabaya, Indonesia*

\*Corresponding email: -

### **Abstract**

The biannual Iraw Tengkeyu festival in Tarakan celebrates local heritage, including the Tidung community's ritual of launching Padaw Tujuh Dulung into the sea. However, these days, the younger generations are increasingly disconnected from this tradition, risking the rich cultural heritage to extinction. To address this issue, this research is conducted to create a contemporary pattern and fashion design inspired by the Tidung culture. Using qualitative methodologies and a research-led practice approach, this research aims to create women's ready-to-wear fashion with contemporary pattern design incorporating Tidung tradition, aspiring to captivate young audiences and safeguard this cultural heritage.

Keywords: contemporary pattern design, women's ready-to-wear, Tidung tribe, tradition

### **Introduction**

Tarakan is a small island located in North Kalimantan. According to legend, Tarakan is a combination of two Tidung words: tarak (to meet) and ngakan (to eat), thus referring to it as a place to eat and meet (Yunita et al., 2024).

The Tidung tribe is the original tribe of Tarakan City and is preserving its culture (Rahmawati & Musfeptial, 2017). Although the people of the tribe are pretty tricky to find, their culture can still be observed in the city, such as the celebration held every two years, Iraw Tengkeyu. A big celebration where the community builds a large boat, Padaw 7 Dulung, which contains offerings that will be released into the open sea. Usually, before the boat is on the beach, it is carried by a group of people to the city of Tarakan. The participants will wear traditional Tidung tribal clothing.

As time goes on and develops, unnoticed, these unique cultures, celebrations, and customs slowly begin to fade and become less desirable. Some of the reasons for this are that social media is more filled with foreign cultures, so Indonesian culture lacks the spotlight of attention. Additionally, young people still hold the thought that Indonesian culture is ancient, not a current trend, and not modern (Nurhasanah et al., 2021). Some solutions that can overcome these problems include providing and increasing the spotlight through the application of cultural items that can be used daily. Therefore, the purpose of this research is

to design ready-to-wear clothing with contemporary motifs inspired by the culture and traditions of the Tidung tribe.

## **Method**

The research method employed is a qualitative approach, which will yield a product from the research data obtained (Ramdhan, 2021). Furthermore, it will adopt a research-led practice methodology, which, as outlined by H. Smith (2009), emphasizes conceptualization and steers toward cultural and critical theory.

Data for the research will be collected through interviews with experts in fashion design, observations of the Iraw Tengkeyu festival and Tidung attire, and comprehensive literature reviews.

## **Result and Discussion**

### *1. Ready-to-Wear*

Ready-to-wear clothing is made to a common size or market standard, making it easy to market (Sorger & Udale, 2020). Ready-to-wear or Pret-a-Porter is available in various sizes and produced in large quantities to meet consumer demand for convenience (Karisa, 2024). This type of clothing prioritizes ease for customers who can choose their own size without any sizing required. Almost all groups of people favor ready-to-wear clothing products due to their ease of wearability and simple silhouette.



*Figure 1. Ready-to-wear fashion by Purana*

## 2. *Iraw Tengkayu*

One of the Tidung cultures still practiced in Tarakan is Iraw Tengkayu, a celebration held every two years on the birthday of Tarakan city. Iraw Tengkayu originates from the Tidung language, where Iraw (party) and Tengkayu refer to a plains marine island surrounded by salty waters or the coast (Salim et al., 2023). Therefore, Iraw Tengkayu can be interpreted as a party held on the coast or an island surrounded by the sea. This party is celebrated as a form of gratitude and happiness of the people of Tarakan for the sustenance that God has given.



*Figure 2. Padaw Tujuh Dulung*

The iconic aspect of this feast is the Padaw Tujuh Dulung, which, when translated into Indonesian, literally means a boat with seven bows. The boat contains 7 Spurs (offerings), 9 Panji (flags), Mehligay (small house) as a place for offerings, and Sambulayang (Mehligay protector). This boat features three primary colors: red symbolizes courage and firmness, yellow represents the oneness of God, and green symbolizes the Tidung tribe's belief and trust in God.

Before the boat is brought to the beach, it will be carried around the city like a parade, accompanied by dancers and people chosen to float the boat. When the boat has reached the beach, before launching, a colossal dance performed by more than 100 dancers will be presented, telling the story of the city of Tarakan and the joy of its people.

## 3. *Traditional Clothing of the Tidung Tribe*

The Tidung tribe has a wide variety of traditional clothing, ranging from daily wear (Kurung Bantut for women and Pelimbangan for men), Selampoy, Sina Beranti (wedding clothes), and Talulandom or custom clothing.

*a. Traditional Daily Wear*

There are two types of clothing for the Tidung tribe: Kurung Bantut for women, consisting of a hip-length bracket, pants with a peg (a wide part of the shell), and a sarong draped over the shoulders that can be used as a head protector, and Pelimbangan for men, with a hip-length top, pants with Susuk or color pants, Kandit Gabol or sarong folded and tied to the waist, and Singal Tanjak Belakang or a headband with a pointed part at the back.



*Figure 3. Tidung tribe's traditional daily wear*

*b. Talulandom*

Talulandom, also known as Kustim / custom clothes, is used for parties or important events in Tarakan city. This shirt can be worn by officials, ordinary people, or residents of Tarakan city.



*Figure 4. Talulandom Apparel*

The thing that makes this outfit unique is the embroidery or embroidery motif used on the male Kustim, namely the Busak Kacang motif, which is repeated, and long, which describes the never-ending round of human life, and the female Kebaya Bangaw on the Gabol (tied cloth, commonly used by subordinates) and shawl draped over the shoulders



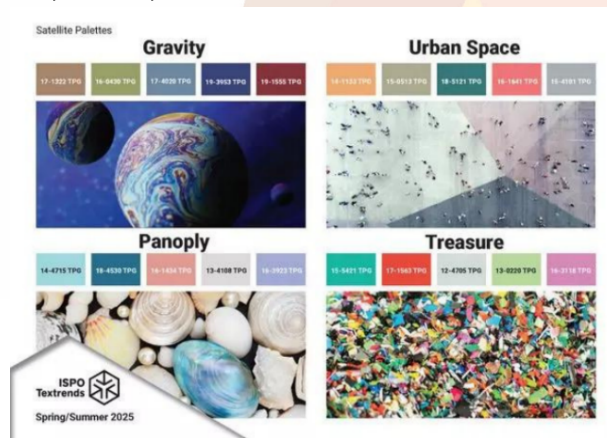
with the Tabir Lanjut motif, which describes a situation where various kinds of people come so that there is a crowd at the party or event.



*Figure 5. Busak Kacang Pattern & Tabir Lanjut Pattern*

#### 4. Trend

Contemporary motifs are a form of contemporary art that follows developments and is not bound by the rules of the past (Swastika, 2021). In the manufacturing process, designs can be created with a manual impression or look, which is done directly by hand, such as through screen or digital printing (Clarke, 2011). One form of contemporary motif is cultural hybridization, where clothes are inspired by the culture and the Wastra of a culture, starting from the cut of the clothes, motifs, and colors used.



*Figure 6. Spring/Summer 2025 colors trend from ISPO*

The use of color is no less important in the application of design, as it can effectively describe a Summer/Spring or Fall/Winter season collection. According to L. Smith (2023), the colors that are expected to appear frequently in 2024/2025 are bright colors that can be combined with white or other bright colors.

## 5. Mood board

A mood board is the primary step before creating a fashion piece or collection. A mood board is helpful in collecting ideas in the form of images, making it easier for designers to visualize or express ideas in their work (Lam, 2013).



*Figure 7. Taka Iraw Moodboard*

Taka Iraw describes Iraw Tengkeyu and will focus on the boat. The pattern design application utilizes everyday fabric printing with a handcrafted reverse applique, where a piece of fabric is sewn onto the main fabric, creating a new pattern, and sashiko or small stitches are used to accentuate the line of the pattern. The collection will mainly feature a mixed natural type of fabric, such as cotton, linen, or viscose rayon, with a hint of light, natural brown color, combined with light contrast colors like yellow, red, green, and orange as the pattern colors.

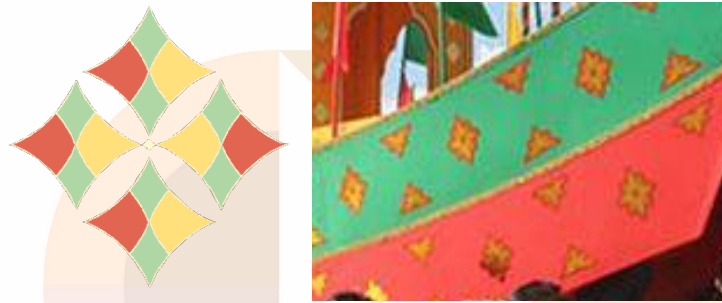
## 6. Contemporary Patterns

Quoted from Ibrahim (2023), contemporary art is a form to express artists' modern life and issues. It will constantly evolve, mirroring societal, cultural, and technological changes. It is often regarded as an experimental art form that explores new media and technology.



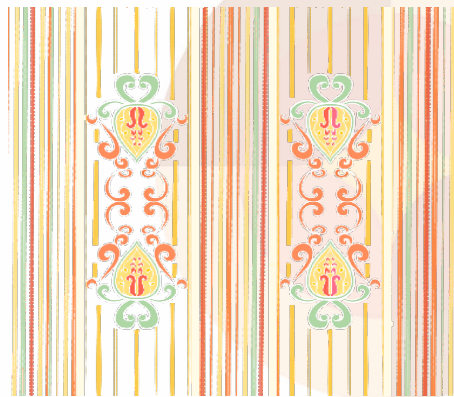
*Figure 8. First pattern inspired by mehliday*

The Taka Iraw Collection features a single central element as its decorative pattern. First pattern inspired by the pattern of Mehligay, the tent on top of the offering house in the Padaw Tuju Dulung. It features the twisting and turning of the pattern, but in a simplified form.



*Figure 9. Second Pattern*

The flags and the Wajik pattern on the side of the boat inspire the second pattern. Colored with the primary colors, it is used as the appliqué of the collection. Third and last is the combination of the first pattern with colorful vertical stripes.



*Figure 10. Combination pattern*

## 7. Illustration

Fashion Illustration is the way of picturing apparel in the form of drawings or illustrations. Fashion illustration captures the creative essence of fashion design, bringing the designer's vision to paper with meticulous details (IFS, 2023).

The Taka Iraw collection features a simple silhouette with layers of linen as the main fabric, utilizing light brown as the base color in most of the illustrations. Based on interviews conducted with fashion enthusiasts, the most popular choices are two pieces: a combination of

trousers and a midi skirt, or a short-sleeved crop top. It is simple yet easy to wear and breathable, as Indonesia has a tropical climate.



Figure 11. Taka Iraw Illustration

## Conclusion

The Tidung tribe's cultural heritage in Tarakan faces many challenges in modern times, but by the time the government and the people keep preserving them by the biennial Iraw Tengkeyu festival, the main event of which is the Padawa Tujuh Dulung symbolizes gratitude and divine blessings, celebrated with Collosal Dance, and the people wearing the Tidung tribe's attire like the Selampoy and the everyday wear and the Talulandom for the officials and ordinary people who participate in the festival. To connect with younger generations, initiatives such as contemporary patterns and fashion that explore the Tidung tribe's tradition, and the creation of the Taka Iraw collection by infusing contemporary patterns into the design, aim to captivate young generations while capturing the essence of heritage.

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