



## The Identity of Priangan Local Wisdom in Modern Batik Motif Innovation

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### **Abstract**

Indonesia is a country rich in culture and customs, producing a diverse culture. This cultural diversity is passed down from generation to generation, so that its sustainability is maintained. One heritage that is still developing today is batik which has been designated by UNESCO as authentic culture from Indonesia. There are more than hundreds of batik motifs from various regions with unique styles, motifs, patterns and different techniques. Historically batik originates from the island of Java, especially Central Java. In West Java, it is known as Priangan batik, which is a term used to give identity to batik produced and made in the Priangan area. Several areas in West Java that are batik industrial areas are Bandung, Garut, Purwakarta, Sukabumi, Cianjur and Bogor. With the spirit of preserving batik, these regions try to elevate batik motifs by presenting or creating innovations in their respective new motifs and products as iconic identities of a region, elevating the philosophical meaning of motifs from objects that are developed into batik motifs or the creativity of craftsmen from that area.

**Keywords:** *Local Identity Innovation; Modern Batik Motifs; Priangan*

### **Introduction**

Batik is known as a cultural expression that has high meaning and aesthetic value, and its uniqueness is one of the forms of personality and identity of the Indonesian nation. According to Dalijo (1983: 83) batik is a technique for decorating cloth by covering it using wax that is melted at hot temperatures, incised on the cloth to form a certain pattern and then dipped in a dye so that the covered part does not get colored. Historically batik originates from the island of Java, although outside Java there is now a lot of batik development, but it is not as big as the industry or craftsmen on the island of Java, especially Central Java. Several areas in West Java that are developing areas for batik are Bandung, Garut, Purwakarta, Sukabumi, Cianjur and Bogor. trying to elevate batik culture by presenting or creating innovations in new motifs and products that are unique to each region as an iconic identity of a region, elevating the philosophical meaning of motifs or creativity of the craftsmen of that region. Therefore, this research is the initial stage to look at batik innovation in West Java. In this article, we will discuss the development of modern batik motif identity innovation in West Java as seen from the motifs and derivative products developed in these five regions.

This research uses a qualitative type of research using a descriptive analysis approach. The

objects for this research are batik from several cities in West Java, including Bandung, Garut, Purwakarta, Sukabumi, Cianjur and Bogor. The research method will be carried out using the main data sources in qualitative research in the form of data from interviews, observation and documentation, other sources such as documents, books, articles and journals. Data collection techniques using interviews, observation and documentation. The research instrument will use a human instrument, namely the author who will directly become the research instrument. Data analysis techniques are carried out by reducing data, presenting data and drawing conclusions.

### ***Method***

This research uses a qualitative type of research using an analytical description approach. The objects for this research are batik from several cities in West Java, including Bandung, Garut, Purwakarta, Sukabumi, Cianjur and Bogor. The research method will be carried out using the main data sources in qualitative research in the form of data from interviews, observation and documentation, other sources such as documents, books, articles, journals and others. Data collection techniques using interviews, observation and documentation. The research instrument will use a human instrument, namely the author who will directly become the research instrument. Data analysis techniques are carried out by reducing data, presenting data and drawing conclusions.

### ***Result and Discussion***

#### **A. Development of Priangan Batik (West Java)**

##### **1. Bandung**

Bandung Batik is well known to the wider community. One of the batik production houses since 1998 in the city of Bandung, namely Komar batik, has presented batik motifs taken from the identity or icons typical of the city of Bandung, both from the form of buildings, art, flora and fauna in the city of Bandung, in a series of designs that are modern and contemporary. The Cangkurileung Bird (Kutilang) and Patrakomala Flower motifs are typical Bandung City motifs and are combined with various objects that are identical to other Bandung City, such as stylized forms of the Pasopati Bridge, Angklung, Sundanese script, the Isola UPI Building and other objects.



Figure 1. Cangkurileung Motif (Source. Author, 2024)



Figure 2. Partrakomala Flower Motif (Source. Author, 2024)



Figure 3. Angklung Motif (Source. Author, 2024)

## 2. Garut

In the development and spread of Batik in Garut, it has been present since 1945. One of the production houses founded by Mrs. U. Sri Husaodah Muharam Tulis Garutan, there is a process where batik and various areas around it interact or influence each other, and the results can be seen in the depiction of motifs that have symbolic meaning, and are depictions of various forms originating from nature, flora, fauna, as well as various events. Typical batik motifs include the Merak Ngibing, Mojang Priangan and Cupat Manggu motifs.



Figure 4. Merak Ngibing Motif (Source. Author, 2024)



Figure 5. Cupat Manggu Motif (Source. Author, 2024)



Figure 6. Mojang Priangan Motif (Source. Author, 2024)

### 3. Purwakarta

Purwakarta Batik has been around since 2009 after being designated as authentic Indonesian culture by UNESCO, batik motifs inspired by forms of flora and fauna, regional icons and local wisdom in Purwakarta Regency. One of the Purwakarta regional government programs is creating various types of typical batik motifs that characterize the district Purwakarta, in order to develop batik art which is currently present in the District Purwakarta. Among them are the Kahuripan motif, the fountain motif, the Jatiluhur Dam motif, the mangosteen fruit motif, the mountain motif, the Maranggi satay motif, the pottery motif and the Cirata Dam motif.



Figure 7. Air Mancur Motif (Source. Author, 2024)



Figure 8. Bendungan Jatiluhur Motif (Source. Author, 2024)



Figure 9. Bendungan Cirata Motif (Source. Author, 2024)

#### 4. Sukabumi

The development of Sukabumi batik has been around since 2008, one of the first production houses in the city which was founded in 2010 by Fonna Melania (craftsman/designer), namely the Lokatmala Batik House, Lokatmala has motifs inspired by Sukabumi local wisdom such as natural

conditions or fairy tales. developing in Sukabumi. Some of the Lokatmala batik motifs are Masagi, Rereng Tjaiwangi and Garuda Ngupuk motifs.



Figure 10. Masagi Motif (Source. Author, 2024)



Figure 11. Rereng Tjaiwangi Motif (Source. Author, 2024)



Figure 12. Garuda Ngupuk Motif (Source. Author, 2024)

## 5. Cianjur

Cianjur Batik has been around since 2009, a typical batik motif inspired by forms developed in accordance with natural conditions, regional icons and local wisdom in Cianjur Regency. Some typical Cianjur batik motifs include motifs, beasan motifs, gentur lanterns and hayam pelung.



Figure 13. Beasan Motif (Source. Author, 2024)



Figure 14. Lentera Gentur Motif (Source. Author, 2024)



Figure 15. Hayam Pelung Motif (Source. Author, 2024)

## 6. Bogor

Bogor Batik has experienced quite rapid development since 2008, Bogor motifs can be classified into three motifs, namely flora/fauna motifs, natural events and man-made artifacts. The floral motifs are inspired by the Lotus flower, Rafflesia and Corpse flowers, Talas (leaves and tubers), deer fauna motifs and both the natural events of Bogor as the "city of rain" and when the motifs were developed from historical artifacts in the city of Bogor, Kujang.



Figure 16. Kujang Motif (Source. Author, 2024)



Figure 17. Hujan Gerimis Motif (Source. Author, 2024)



Figure 18. Kijang Motif (Source. Author, 2024)



Based on the explanation above, overall batik motifs originating from Bandung, Purwakarta, Garut, Sukabumi, Cianjur and Bogor can be divided into two groups. The first is a group of regions that develop batik motifs by highlighting an identity or icons typical of their region as the main object of the batik motif, and the second, namely regions that develop batik motifs by highlighting the philosophical value and meaning of each motif object.

Table 1. Motif Type (Source. Author, 2024)

NO	CITY	MOTIF TYPE
1	Bandung	Typical regional icon
2	Purwakarta	Typical regional icon
3	Garut	Philosophical Values
4	Sukabumi	Philosophical Values
5	Cianjur	Typical regional icon
6	Bogor	Typical regional icon

## B. Priangan Batik Innovation (West Java)

Nowadays, batik culture is gradually starting to be forgotten, this is because the use of batik is limited by its official/formal impression, so that its use by the younger generation is less popular. West Java is a region that is trying to develop batik culture by presenting innovations in various batik motifs and products. In examining product innovation and batik motifs as a basis for the development of the creative industry in West Java, we found that in several cities in West Java, such as Bandung, Garut, Purwakarta, Sukabumi, Cianjur and Bogor, the batik industry has developed rapidly. Batik motif innovation develops dynamically and is able to encourage the growth of the creative industries in the crafts, design and fashion subsectors. Apart from that, the growth of the batik industry has created several innovations in batik derivative products which have been developed in several areas, such as in Sukabumi and Bogor. Several product innovations derived from batik in Sukabumi and Bogor are able to produce new products and have a tendency to follow youth trends. Several innovations will be discussed in several aspects, including visual innovation, functional innovation and technical and media innovation. The following is the explanation:

### a) Visual Innovation

The visual innovation presented in batik motifs in the Bandung, Garut, Purwakarta, Sukabumi, Cianjur and Bogor areas is in new forms of object stylization which are developed into a shape and assembled into one composition of batik motifs typical of their respective regions that have never been found before. in other batik making areas in Indonesia. Apart from that, the objects used in batik motifs are dominated by several icons or objects of local wisdom that are present in the area, so that the motifs present are very distinctive and reflect the identity of a region.

### b) Function Innovation

The most prominent functional innovations in batik developed in West Java are in the Sukabumi and Bogor areas. The Lokatmala batik production house introduced a new product in the form of a T-shirt "Lokatmala Bati Tee". A batik craftsman named Fonna Melania said that this latest product in the form of t-shirts can be used by all levels of society, especially the millennial generation and Gen Z, this is because this product can be used in everyday wear and is not limited by a formal impression. As with other batik, t-shirt products are made through the general batik creation process. Therefore, with the introduction of new innovations in batik t-shirt products, now batik is not only identified as a product used for formal events (shirts, kebaya skirts (side) and others) but also a product that can be used for non-formal events (casual) and is accepted by today's young people and has become a fashion icon in Sukabumi City.



Figure 19. Lokatmala Batik Tee (Source. Author, 2024)

The batik innovation developed in Bogor is in a product created by the batik craftsman Mr. Siswaya who tried to combine batik with ceramics. The products are cups, glasses, teapots, jars and other porcelain objects that can be used as souvenirs for government figures and ceramic collectors. The manufacturing process uses a coating technique. The ceramic batik innovation developed by Mr Siswaya identified that batik is now not only used as clothing material but also as other objects that can make everyday life easier today.



Figure 20. Bogor Batik Ceramics (Source. Author, 2024)

The batik innovation developed in Bandung is at the Komar batik production house which was started by his daughter, Putri Urfanny Nadhiroh. This product is Shibotik or a combination of Japanese Shibori cloth and batik.



Figure 21. Shibotik Batik Fabric (Source. Author, 2024)



Figure 22. Batik T-Shirt Making Process (Source. Author, 2024)



Figure 23 Batik Ceramic Product (Source. Author, 2024)

### c) Technical and Media Innovation

Technical innovation and batik media innovation in West Java still do not leave behind the main process in making batik in general. The most prominent innovations in developing techniques and media were developed in the Sukabumi and Bogor areas, including in the Sukabumi area. developing batik using t-shirt fabric as a medium. Making batik t-shirts in Sukabumi is a new innovation developed by Fonna Melania and produced by the Lokatmala Batik Production House. The manufacturing process still goes through the batik process in general, but the difference lies in the media used in making batik. Fonna tried to explore batik media using t-shirt material.



Figure 22. Batik T-Shirt Making Process (Source. Author, 2024)

The technical and media innovations developed at the Batik Tradition production house in Bogor are found in the batik ceramic products created by Mr. Siswaya, ready-made batik cloth attached to semi-finished ceramics which will be coated with glaze. Based on the results of Mr. Siswaya's interview (2022), the process of making batik ceramics uses coating techniques, the results of batik ceramics that look handmade are unique products and are in demand by ceramic and batik collectors. The technical and media innovation developed at Batik Komar Bandung is in combining batik with a typical Japanese cloth, namely Shibori.



Figure 23 Batik Ceramic Product (Source. Author, 2024)

### **Conclusion**

Innovation in Priangan batik products and motifs, especially in West Java, is related to the growth of the creative fashion, design and craft industry as well as the growth of batik production houses and their supporters. Batik sales centers are tourist attractions of special interest, apart from that, they are also educational media in introducing the local wisdom identity of each region with distinctive batik motifs,

including motifs that develop the shape of objects that have become iconic for the area, or objects - Objects that have interesting philosophical values to be used as batik motifs. Several areas in West Java are participating in developing coastal batik culture, including Bandung, Garut, Purwakarta, Sukabumi, Cianjur and Bogor which present various innovative batik motifs.

Some of the most prominent product innovations derived from batik are in the Sukabumi and Bogor areas. Both are able to produce new products that are widely discovered and some have a tendency to follow current/young people's trends. Several innovations will be discussed in several aspects, including visual innovations in batik motifs, the most prominent of which are in the Sukabumi and Bogor areas regarding batik function innovations and technical and media innovations presented in the batik derivative products being developed.

Several regions in West Java are starting to try to develop batik culture by presenting typical batik motifs/identities of their respective regions. To highlight batik products that are different from other batik products, some are presenting new innovations to advance the development of batik in West Java, apart from that, this is also an effort to continue to preserve batik culture. However, in the process of implementation, batik is synonymous with clothing material for official or formal activities, including the stigma that says that batik is only used for 'old people'/elders, so young people in Indonesia are said to be as the nation's successor, currently we pay little attention to this matter. It would also be better if the batik products presented can follow market or young people trends, products that can be used by all levels of society, not only as formal clothing, but can also be used on various occasions.

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