



AESTHETIC FORM OF SEGARA KELANGON ART FASHION WORKS

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Abstract

Earth is the only planet in space that has an ocean of water on its surface. The world is mostly covered by sea level. The oceans play an essential role in Earth's climate and the world's water cycle. The water cycle never stops from the atmosphere to the Earth, one of which is the ocean. The sea itself is a global water system that connected. The influence of currents in the sea causes waves. The waves crashing and rolling in the sea create inspiration in designing a dress. The method used in analyzing the aesthetics of this art fashion form is a qualitative research method. The qualitative approach aims to describe an object or problem under study. Collecting data is in the form of documentation and a literature study. Sustainable fashion in the form of free styling draping is one of the solutions to responding to the latest fashion trends. This piece of clothing is sewed 100 percent using hand stitches, with the freestyling draping technique (making clothes by draping, pleating, twisting, wrapping, sewn without cutouts, and machine stitching). This technique is one way to respond to sustainability because the work can be unstitched as a sheet of cloth and can do a new job again. Segara kelangon means the beauty of the sea's waves, the endless ocean applied by the freestyling draping technique that is not cut off. The aesthetics of this clothing include a cocktail dress intended for morning or afternoon parties. The light blue or light blue color itself symbolizes honesty and trust.

Keywords: Aesthetic form, Segara Kelangon, Art fashion works.

INTRODUCTION

Earth is the only planet in space that has an ocean of water on its surface. The world is mostly covered by sea level. The oceans play an essential role in Earth's climate and the world's water cycle. The water cycle never stops from the atmosphere to the Earth, one of which is the ocean. The sea itself is a global water system that is connected. The influence of currents in the sea causes waves. The waves crashing and rolling in the ocean create inspiration in designing a dress.

Many talks about the ferocity of the waves, polluted water, and world climate change that is getting worse. However, the purpose of making this article is to reveal the beauty of the crashing waves.

Fashion experiences development, growth, industry, and very rapid trade turnover. The fashion industry has neglected environmental ethics, from fiber plant cultures that are not environmentally friendly to waste handling problems that cannot be handled properly and end up in landfills or rivers. The concept of fashion with value aims to build awareness for both consumers and producers to ensure environmental sustainability and social welfare.



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In recent years, the term sustainable fashion has emerged in the fashion industry. Many people are aware of the dangers of clothing waste. It is not only waste clothing that is thrown away because it is not suitable for use but also wastes generated from the production process to distribution. The fast pace of fashion trends which then has implications for increasing textile waste, harms the environment. From this phenomenon, a sustainable fashion environmental movement emerged as one of the ecological love campaigns.

Clothing is one of the biggest polluters in the environment. 10% of global carbon dioxide emissions are generated by the fashion industry, while the aviation industry (aviation) produces 2%. Water pollution, climate change, and a series of other environmental issues. Not to mention the humanitarian problems such as substandard labor wages or child exploitation. It is closely related to fast fashion.

“Sustainable fashion is a practice that holds the values of the various parties involved, especially the environment and humanity. How can fashion in any form, from personal lifestyle to the business realm, prosper and leave as little loss as possible?” [1].

RESEARCH METHOD

The method used in analyzing the aesthetics of this art fashion form is a qualitative research method. The qualitative method has the aim of describe an object or problem under study. Qualitative research aims to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions of an individual or group thinking. Pahlevvianur et. al. [2] the method of collecting data is in the form of documentation, and literature study.

DISCUSSION

a. Sustainable Fashion

Sustainable fashion is a movement to reduce the influence that arises because of the fast fashion industry by applying sustainable values . Using it in an industry that involves many individuals and resources in its marketing becomes essential. Rosidah and Suhartini [3] the goal of sustainable fashion is to bring together various groups in the fashion industry: designers, manufacturers, distributors, to consumers (users) to work together to change the way a fashion item is sourced, produced, and consumed in a better direction [1].

Based on the literature review results, industrial fashion actors, including designers, are pretty influential in creating fast fashion, which can cause fashion waste. Can implement sustainable fashion implementation with designer literacy towards understanding starting from the pre-production process. Namely the ability to minimize the use of materials when cutting fabrics, as well as the reuse, recycle and reduce movements of fashion products, as well as the use of environmentally friendly materials when producing fashion products. The government and professional institutions in the fashion sector are also encouraged to make regulations that lead to sustainable fashion to support sustainable development [4].

b. Zero Waste

The zero-waste approach is feasible and desirable within the contemporary fashion industry. Zero-waste fashion design is part of a larger picture of beauty for everyone that fashion can be the source of [5].

Zero-waste design is a sustainable way of manufacturing products. At the same time, sustainability can be an outcome of such fashion design. Zero-waste design can also be a

tremendously creative challenge by uniting the roles of designer and patternmaker in a holistic approach, considering aesthetics and function simultaneously [6].

Zero-waste fashion is a way to create clothes where the rest of the clothing materials used do not become waste. This concept eliminates or minimizes clothing production waste so that it does not produce waste or residual waste that pollutes the environment. Environmental pollution, if it occurs, will harm ecological sustainability. Zero waste has a purpose: a) Creating clothes that minimize the demolition of the fashion industry; b) Making a change in the mindset of being creative; c) Zero-waste fashion products have characteristics and uniqueness that other clothing does not; d) Create awareness of the negative impact of the fast fashion industry.

The zero waste technique used is a draping technique. The draping technique is a type of pattern making, in addition to construction techniques that require making patterns beforehand. The result of the process of making dress patterns with draping techniques and construction techniques will both produce basic designs. However, in the broken dating technique, the way according to the model can be made directly on top of the dress form without completing the basic pattern first.

Joane E. Blair (1992) defines *draping* as: "The technique used to create garments by draping fabrics on the dress form. A pattern is then cut from the draped segments and made into the designer's sample garment". The draping pattern is a basic pattern made with solid or cube construction, and the way is formed on the wearer's body or its imitation, a dress form or paspop. In making the draping technique, the tools and materials needed are Dressfoam/sewing doll, tape measure/centimeter, pin, hand needle, ruler, pencil and sewing chalk, fabric scissors, sewing carbon, and more rad, cord rope, blaco/paper tella/ basic materials used for draping, but in party dresses usually use satin and chiffon [7].

c. Segara Kelangon Art Fashion Works

The following is the work of creating Segara Kelangon clothing :



Figure 1. (A)Front View, (B) Left Side View, (C) Back View, (D) Right Side View of Segara Kelangon Art Fashion Works [Source : Leliana, 2022]

Sustainable fashion in the form of free styling draping is one of the solutions to responding to the latest fashion trends. This piece of clothing is sewed 100 percent using hand stitches, with the freestyling draping technique (making clothes by draping, pleating, twisting, wrapping, sewn without cutouts, and machine stitching). This technique is one

way to respond to sustainability because the work can be unstitched as a sheet of cloth, and new work can be done again.

The following is an aesthetic analysis of the elements of art and the principles of fashion design in the Segara Kelangon Art Fashion works, namely:

- a. The element of arts in Segara Kelangon Art Fashion works; the line element consists of curved lines, abstract shape elements are formed from draping techniques, and the color element in the clothing is light blue, which comes from the idea of a lighter crashing on the beach waves. These texture elements form waves and are not transparent. The size used by the model is size "M," and the intensity of the blue color in fashion design is more towards the light. The direction element in fashion design radiates to the center.
- b. The principles of fashion design in the Segara Kelangon Art Fashion works; the application of the design principle of rhythm in design is a line of waves that radiate to the center formed by the draping technique, the application of the principle of harmony design in design in light blue color and curve shape, application of the principle of proportion design in design, namely 1 (top part): 2 (bottom part), the application of the design principle of balance in design, namely symmetrical balance looks balanced on the left and right sides, the application of the design principle of the center of attention in a wavy line that radiates to the center formed from the draping technique in the center of the front of the dress, and The application of the principle of unitary design to design, namely the unity of the light blue color in each piece of clothing.

CONCLUSION

Segara kelangon means the beauty of the waves of the sea, the endless sea, which is applied by the freestyling draping technique that is not cut off. The aesthetics of this clothing include a cocktail dress intended for morning or afternoon parties. The light blue or light blue color itself symbolizes honesty and trust.

Later, the clothes can be familiar after making clothes using the freestyling draping technique. Please make or buy from slow fashion brands based on the production and use of clothes with an extended period, durability and high quality, and ethical and environmentally friendly production processes. They are focusing on something other than the speed of mass production, like fast fashion. Slowly, the priority is quality, not quantity.

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