

Making Ready-To-Wear Clothing Decorated with Songket Batubara Ornaments Using Embroidery Techniques at Yati Modiste

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ABSTRACT

The aim of the activity is to maintain Yati Modiste's business in facing the pandemic by making ready-to-wear clothing decorated with Batubara songket ornaments using embroidery techniques. Mitra is a tailor at Yati Modiste, Barung - Barung Village, Limapuluh District, Batubara, North Sumatra. The output of the activity is three ready-to-wear clothes decorated with Batubara songket ornaments using embroidery techniques, development of an effective business management system, online marketing and articles resulting from the activity. This activity is carried out using a persuasive-educative approach through counseling and training stages. The methods used are lecture, demonstration, question and answer methods which include preparation, implementation, evaluation. and monitoring. The results of the activity obtained were that participants were able to make six ready-to-wear clothes decorated with Batubara songket ornaments using embroidery techniques. The impact of this activity is to increase the income of tailors at Yati Modiste

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INTRODUCTION

Batu Bara Regency is one of the regencies in North Sumatra Province. Batu Bara is located on the east coast of Sumatra, on the edge of the Malacca Strait which has long been an international trade route. Batu Bara Regency is one of the results of the expansion of Asahan Regency in North Sumatra in 2007 which consists of seven sub-districts (Daulay & Ilham Saladin, 2018). The population of Batu Bara Regency is dominated by ethnic Malays. One of the cultures of the Malay people is songket weaving (Guslinda et al., 2020). Songket Batu Bara is used by Malay communities along the east coast of Sumatra (Damanik et al., 2021). Coal itself is the center of the songket industry in North Sumatra (Utama, 2017).

The motifs found on Malay Batu Bara songket cloth are taken from the natural surroundings in the form of plants (Silaban, et al. 2020; Halimatussakdiah, et al. 2020; Damanik, et al. 2021). Songket has traditional motifs which are characteristic of the culture of this craft producing region (Akkapurlaura, 2015; Takari & Fadlin, 2016). The motifs on songket attract many orders from foreign countries such as Malaysia, Brunei Darussalam, Thailand (Damanik, R., & Sinaga, W. (2022)). This is because the motifs on Batu Bara songket cloth have patterns and contain certain functions and meanings (Marbun, 2018). Songket has been around for hundreds or even thousands of years and has gone through various periods, but the songket motif has not undergone many changes and additions (Sibarani, et al. 2020 & 2021).

Batu Bara Melayu Songket woven cloth is famous for its decorative forms which decorate the cloth with bright colors namely blue, yellow, pink, green and purple which are depictions of the cheerful and bright nature of the Malay tribal community and these colors have values- aesthetic value or beauty. Apart from that, the decorations attached to the side of the cloth have a certain meaning (Alawiyah, T. (2023)). Batubara songket cloth consists of various motifs (ornaments) such as shoots of Bamboo Shoots, Mangosteen Flowers, Cempaka Flowers, Caul Shoots, Tolak Betikam, and Fighting Dragons (Fitri, H., & Adlina, Z., 2023). The ornaments found on Songket Batubara are full of meaning for life. However, now these motifs or ornaments can contribute to the development of fashion in the country because of the country's designers have used these ornaments as a source of ideas for developing decorative on clothing in their clothing designs. The ornaments found on Batubara songket can be used as decorative on clothing using painting techniques on fabric or embroidery techniques. Batubara songket ornaments can be stylized into new motifs that can be adapted to suit your needs. consumer desires. The use of attractive colors found in Songket Batubara can be an attraction in itself.

Currently, embroidery techniques are developing increasingly rapidly and have become a necessity in the fashion world. Embroidery is a technique of decorating fabric with a needle and thread and is one of the decorative crafts by providing certain motifs that focus on the beauty and color composition of the thread on the fabric using hands and a sewing machine or using an embroidery machine and some even use machines. computer embroidery (Zhang & Xiong, 2021; Amalia & Wahyuningsih, U., 2021; Mariana, 2017; Oktavia, T. G., & Panggabean, R. 2013). Needs in the fashion world require embroidery craftsmen to concentrate more and pursue the art of embroidery. The increasing level of market demand requires increasingly large production. In 1998, when the monetary crisis hit Indonesia, embroidery became one of Indonesia's mainstay products (Zhang, W. 2020). This proves that embroidery produces craft products which have an important role for the economy.

Current fashion trends can be seen in society, such as casual clothing that is simple to wear but still looks chic with the decorative of the clothing and the design lines used. Clothing is worn not only for primary needs such as covering and protecting the body, but is also classified according to type, one of which is ready-to-wear clothing. Ready-to-wear clothing is clothing that can be worn easily without having to take body measurements and order the design first, as when ordering clothes from a tailor (Dewanti, et al. 2023). Meanwhile, according to Sorger & Udale (2010), ready to wear is clothing that is produced in large quantities and in accordance with standard sizes used by the wider community. Even though they are mass produced, these clothes must still have exclusive values, be fashionable, and be comfortable to wear (Anggraini, A.

M., & Suhartini, R. 2021). The clothing that will be created is for the market segment of teenage to adult women.

The development of fashion in the country has made the Indonesian government plan for Indonesia to become one of the world's fashion centers by 2025. The fashion subsector is the largest contributor to the export performance of the creative economy at 54.54 percent in 2016. There are 17 subsectors, 3 of which are the largest contributors in Indonesia's GDP, namely, fashion, culinary and craft products. Referring to Central Statistics Agency (BPS) data, culinary has a GDP contribution value of 41 percent, fashion contributes 17 percent and crafts contributes 14.9 percent (Kompas, 23 Januari 2017). Fashion production at the ready-to-wear level and home industries in the country can be improved both in quality and quantity.

Based on this, it opens up opportunities for the home industry of Yati Modiste who opened a clothing sewing business located in Barung - Barung Village, Limapuluh District, Batubara Regency. A business started in 2017 by Mrs. Nurhayati. It started with participating in Community Service Program activities managed by the Unimed Lecturer Team with sewing and embroidery materials. Mrs. Yati took the courage to open a clothing sewing business with the capital of a sewing machine left by her parents. Family and the surrounding environment are the first consumers. Currently, Mrs. Yati has 2 employees who help her in running her sewing business. Consumers are satisfied with the results of Mrs. Yati's sewing. This can be seen from several consumers who have become customers. During this pandemic, Mrs. Yati experienced a decrease in income, previously, Mrs. Yati always receives lots of orders to sew clothes, especially before Eid. Orders for party clothes are quite high after Eid because many people usually hold wedding parties. Seeing this condition, Mrs. Yati felt confused about continuing her business. She doesn't know what type of clothing can be marketed quickly so that Mrs. Yati's business doesn't stop.

Seeing the problems faced by Mrs. Yati, creative and innovative ideas are really needed in creating clothing models that are different from market models. By utilizing local products from Batubara Regency, namely Songket Batubara, Mrs. Yati can use the ornaments found on Songket Batubara to become a source of ready-to-wear clothing decoration ideas which are completed using embroidery techniques. So far, Mrs. Yati uses 2 sewing machines to run her business. If a consumer asks for a fashion model with lace applications, Mrs. Yati has to go to the Village Head's office to have it done. This was done because Mrs. Yati didn't have an embroidery machine. The embroidery machine in the village head's office can be used by PKK members in Barung-Barung village.

The fashion models that have been made so far are based on consumer demand, such as robes with simple models, this is because Mrs. Yati does not yet have the knowledge and skills in making ready-to-wear clothes with contemporary designs. The ornaments found on Batubara songkets have never been used as a source of ideas as decorative on clothing. ofcourse it would be a shame if Mrs. Yati did not take advantage of the potential of this area. If the existing potential is exploited, Mrs. Yati's business products could become Batubara Regency's mainstay product. So far, Mrs. Yati has managed her business using simple management. All financial, production and marketing matters are still handled by Mrs. Yati herself. The distribution of tasks to employees has not been managed well. The marketing system still relies on conventional marketing, meaning that the products produced are only promoted through 'word of mouth'. Mrs. Yati must try to attract consumer attention.

A cultural development approach based on local wisdom, especially one that stimulates the fashion industry sector, should be carried out to preserve and introduce local culture, in this case the Batubara songket ornament as a local identity and based on the richness of natural and cultural resources. In this way, traditional textiles remain present and valued in society

From the explanation above, the objectives of PKM activities at Yati Modiste are:

- Increase Yati Modiste's income during the pandemic.
- Make ready-to-wear clothing with Batubara songket ornaments using the embroidery technique.
- Develop effective business management.
- Equip adequate sewing equipment.

- Utilize social media as a means of marketing products.

METHODS

The method used to solve partner problems is in the form of assistance to Yati Modiste and its members in making ready-to-wear clothing decorated with Batubara ornaments using embroidery techniques

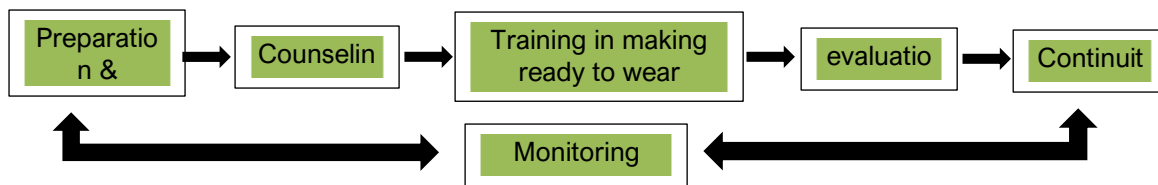


FIGURE 1. Community Partnership Service Activity Method in Yati modiste

At the preparation and planning stage, counseling and training on making business products, business management training and product marketing training are carried out face to face using lecture, question and answer, discussion and demonstration methods. To see the success of activities through evaluation and monitoring starting with initial evaluation of the activity, during the activity process, and the results of the activity. To see the sustainability of activities, monitoring is carried out to see whether partners have utilized the skills acquired by making clothing.

RESULTS AND DISCUSSION

Community Service Program activities begin with preparation, namely the signing of an Activity Implementation Agreement between the implementing team and LPM Unimed to prepare a plan for the activities to be carried out. Planning includes a permit for the implementation of Community Service, then the implementation team coordinates with partners which includes the schedule, implementation location and participants involved in community service activities. Mrs. Yati as the leader of Yati Modiste and 5 employees prepared themselves to take part in the activity. The implementation was carried out at the weaving house in Barung-Barung village. This location was used as a place of activity because Mrs. Yati had attended embroidery training at that location. Sewing machines and embroidery machines are also available. In the weaving house, these machines can be used by the people of Barung- Barung village.

The implementation team prepares the tools and materials needed during the Community Partnership Program activity process. The implementing team also conducted FGDs to unify the perceptions and division of tasks by each implementing member with the aim of achieving the targets that have been set. Before starting the activity, the implementing team handed over tools and materials to the participants. These tools include sewing and drawing equipment. Sewing equipment in the form of 1 Janome brand portable sewing machine, fabric, layered materials, embroidery thread, sewing thread, other sewing and embroidery equipment. The aim of providing this sewing machine is to make it easier for partners to make clothes according to the model because sewing machines have multi-functions.

The results of the coordination between the implementation team and Mrs. Yati and her employees lasted 4 times, the implementation of activities included:

Counseling

The first visit began with the chief executive conveying the aims and objectives of the Community Service activities. Next, the team explained the activities carried out. Counseling provides material about knowledge of fashion design and ornaments found on songket cloth, drawing ornaments, embroidery

techniques and making ready-to-wear clothing. Apart from that, it also explains business management knowledge starting from planning, implementation and evaluation and becoming a reliable entrepreneur. The team leader explains while showing several examples that are relevant to the material. Interactive questions and answers enable Mrs. Yati and her employees to understand the material presented.



FIGURE 2. Training on Techniques for Making Ready-to-Wear Clothes with Songket Batubara Cloth Ornaments.

Clothing Production and Embroidery Training

At the training stage, the implementing team explained the process of implementing Batubara songket clothing and ornament designs into ready-to-wear clothing using embroidery techniques. Starting with understanding the fashion designs and standard patterns that have been prepared. The standard pattern consists of sizes M, L and XL. Each participant is given 1 stylized clothing and ornament design. The ornaments used as embroidery decorative are various decorative found on Batubara songket cloth, including Itik Sekawan, Mangosteen Flower, Bee Bergayut, Kaluk Pakis and Singap Thimble.

Participants trace the ornament on the prepared paper. The traced ornament pattern is transferred to the fabric according to the clothing model. The implementation team accompanies participants to determine the location of the ornaments on the clothing so that the ornaments can become the center of interest. After the ornament is transferred to the cloth, it is then embroidered using an embroidery machine. Participants first choose a combination of thread colors that match the color of the fabric prepared. Participants were very enthusiastic in paying attention to the embroidery method demonstrated by the implementation team. Participants then complete the embroidery embroidery.

The next training material is cutting fabric that has been embroidered and sewn. The implementation team demonstrated finishing techniques for finishing ready-to-wear clothing. After the garment is finished, it is immediately trimmed by ironing. Ironing techniques to packaging clothes are also part of the training material



FIGURE 3. Mrs. Yati and her employees embroider various decorative motifs on the cloth.



FIGURE 4. the process of laying out patterns and cutting fabric



FIGURE 5. Ready-to-Wear Clothing Decorated with Batubara Songket Ornaments

Business Management Training

Business management training provides the process of planning, organizing, implementing and evaluating in running a business. The planning process starts from preparing plans and strategies for running a business. Organizing includes managing the resources owned by a business, dividing tasks among all members involved in the business. Carry out good supervision when carrying out business. Evaluation activities are needed to improve the quality of plans that have been determined. Furthermore, training was also carried out in preparing financial reports by making simple bookkeeping with the aim of knowing the money going in and out of the business being managed.

Marketing Training

Mrs. Yati has been marketing business products only to her customers who come to her business location. For this reason, it is necessary to increase understanding of marketing management with the aim of providing insight into efforts to market products through promotion and product distribution by optimizing online media.

The marketing training provided includes determining target consumers and marketing strategies. Mrs. Yati and employees were directly trained on how to arrange business products to make them look attractive. Education and training on product photos for documentation on social media and at places of business. The photos were then posted to Yati Modiste's social media account. The photo display is also accompanied by an interesting caption so that consumers are interested in commenting and becoming customers. Another benefit that Yati Modiste can obtain is that it can directly promote business production and be able to compete in the world of the fashion industry. In this way, Mrs. Yati can become an entrepreneur who is able to market products online so that she can encourage the growth of small industries

Evaluation and Monitoring

The entire activity is evaluated, starting from the beginning, process and end of the activity. At the start of the activity, Mrs. Yati and the staff were very enthusiastic about taking part in this activity. The implementation team's initial meeting with the participants showed that they wanted to increase their knowledge and skills in making ready-to-wear clothing. Their desire is to recover from the downturn in business due to the pandemic, because many customers no longer use their services to sew clothes. Participants prepare the equipment they have to support the process of making clothes

Mrs. Yati and employees are always present during activities and follow all the work steps to make ready-to-wear clothing. The implementation team monitors and supervises the work of each activity participant. If there are participants who experience problems in the process of embroidering and making clothes, the implementing team will immediately give examples of how to complete the correct stitching results, such as when finishing embroidery and finishing clothes that are less neat.

the implementing team and participants jointly carry out quality control on the quality of the clothing. If there is a part that is not quite right in the solution technique, the team explains the right solution. The evaluation tool used is a direct observation instrument with indicators of suitability of clothing designs and decorative motifs, embroidery techniques, color combinations and finishing. The results of the participants' abilities in making ready-to-wear clothing decorated with Batubara songket cloth ornaments can be seen in the following table.

TABLE 1. The results of the participants' ability to make ready-to-wear clothing decorated with Batubara songket ornaments

No	Assessment Aspects	Average Score	Category
1	Suitability of Clothing Design and Decorative	85	Good
2	Completion of Embroidery Techniques	83	Good
3	Color combinations	85	Good
4	Finishing.	86	Good

The table above shows that 4 aspects are assessed. the suitability aspect of clothing design and decorative motifs received 85 good categories. the color combination aspect obtained 85 good categories. The embroidery technique aspect received 83 good categories and the finishing aspect received an average score of 86 good categories. This illustrates that Mrs. Yati and her employees have been able to make ready-to-wear clothing decorated with Songket Batubara ornaments in the good category.

After the community partnership service activities are completed, the implementing team monitors the continuity of the activities. The benefits felt by Mrs. Yati and employees after participating in the activity had an impact on business continuity. The results of interesting posts on social media are a means of marketing fashion products that receive good comments from netizens so that customers come to sew clothes produced by Yati Modiste. Apart from sewing, Mrs. Yati also continues her embroidery business. The customer ordered a mukena decorated with Batubara songket ornaments. In this way, the Batubara songket ornament motif can be a source of ideas as decorative for clothing or other products. It is hoped that Mrs. Yati can preserve and introduce to the wider community the local product of Batubara Regency, namely Batubara songket cloth, which is not only woven but can also be used as decorative for clothing. Increasing the knowledge and skills of Mrs. Yati and employees can increase income and welfare.

TABLE 2. Indicators of Successful Activities in Yati Modiste Business

Indicator	Beginning	End
Increase the knowledge and skills of Yati Modiste and employees in making three clothing models	Do not have yet	Already have
Utilizing various decorative Batubara songket cloth as decorative on clothing	Untapped	It's been used
Mrs. Yati and her employees founded an UMKM and marketed fashion products using Batubara	Not available	Already available
Business Accounting	Simple note-taking	Already available
Marketing business products	Offline	Online media

CONCLUSION

The results of community partnership service activities are:

- Yati Modiste and employees are able to embroider various decorative on fabric.
- Yati Modiste and employees are able to sew ready-to-wear clothing
- Yati Modiste and employees have been able to prepare business books
- Yati Modiste and employees have been able to market business products on social media.
- Yati Modiste and employees were able to develop the business.

Suggestions for community partnership service activities are:

- Yati Modiste and employees are expected to find creative ideas in developing ready-to-wear clothing designs.
- Yati Modiste and employees can dig up the ornaments on Batubara songket cloth and use them as clothing decorative.
- Yati Modiste and employees are expected to frequently monitor trends.
- Yati Modiste and employees are expected to post frequently and up to date on business products in online media.

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