

Tigero Tedong Jewellery Design Typical Bugis Tribe

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ABSTRACT

Jewellery represents a period of people's memory of their time. Showing symbols of power, ways of worshipping, status and social relations, as well as personalizing himself with nature, humans, and their creators. With the existence of a jewellery can increase a person's productivity and confidence in showing his persona in society. The Bugis tribe is one of the tribes in Indonesia with the uniqueness of the Bugis tribe which gave birth to various kinds of cultural products, one of which is jewellery. The author tries to study further one of the decorative products of the Bugis tribe and tries to analyse the jewellery component, namely the visual element of the product. This research method uses interpretive qualitative methods by describing and describing the component parts of jewellery products. The results of this study found a method that combines cultural elements as icons of cultural identity but must be able to be synergized with industrial capacity in accelerating the production process.

Keywords: Design; Jewerly Tigero Tedong; Bugis Tribe

1. INTRODUCTION

The Bugis tribe is one of the tribes that located in the province of South Sulawesi which located in the range of the southern islands of Sulawesi. The Bugis-Makassar tribe is known for its ceremonies wedding customs. As a complement the appearance of the wedding ceremony held belong to the Bugis community, jewellery is wrong a symbolic appearance used by second bride. In designing a jewellery is always on motifs and shapes jewellery designs from the past. according to Bruce W. Carpenter in Ethnic Jewellery from Indonesia said that it is difficult to the shape or motif of the jewellery can be categorized into symbolic meaning or as a spiritual force. Design shape jewellery of the past is usually modification of the shape of the human body or animals, this is based on the belief that owned. Jewellery is already known as an object to complete the appearance or beautify yourself. Jewellery can't separate from one's lifestyle and jewellery can reflect individual traits who wears it. In today's fashion industry, contemporary jewellery always has power pull and always be a trend in every era because of the contemporary nature that is not used by a rule of the times. Development contemporary jewellery in Indonesia is still very small, Wallace Chan [1] in Biennale des Antiquaries world tour series in Jakarta says that Indonesia has not have a collection of contemporary jewellery, consumer leadership in Indonesia in stages

beginning (introduction) in jewellery collection contemporary Has a distinctive design character free and innovative. By the nature of the design concept contemporary will be easier to combined with patterns or pieces certain on the jewellery design that will be developed. Based on development clever shape adaptation wedding ring design by Ihsan Almarsus argues that "Along with the development of the era where culture from the west enter Indonesia slowly erode the positive values instilled by Indonesian ancestors. By because it really needs to be preserved culture in Indonesia through products which are commonly used in everyday life such as jewellery". Therefore, in the design Here, a plan will be made contemporary jewellery by combining ornament or motif that will be applied contemporary jewellery.

2. METHOD

According to Sugiyono, qualitative research methods are research used to examine natural objects where the researcher is the key instrument, data collection techniques are carried out in a combined manner, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. In this design, the author uses qualitative research methods that are based on the data collected and utilizes design theories in a design. This method is done by reviewing

and observing some existing data and observing various types of jewellery. And this research or design will have a deductive character. What is meant by this deductive nature is that the implementation of this design begins with a result of an existing theory and is then developed according to the discussion to be achieved. In addition, the method of exploring shapes and motifs in the sketch process is carried out to determine designs that are suitable for production [2].

This research conducted qualitative approach with derived data from a case study of jewellery design process. Interview and Focus Group Discussion are conducted to know about the user preferences for the jewellery design. Thus, the design method used is the design product differentiation [3]. Contemporary jewellery is an art who are not bound by any rule's era. Has a free design character, and innovative? Indonesia is still in its early stages development because there are still few people Indonesia who can enjoy jewellery with high



Figure 1 The concept of a bracelet comparison of 2 types

It can be seen from the two types of jewellery above that, Bugis tribal bracelets are more focused on use of metal materials with finishing same thing, using java as reinforcement shape and arranged in the form of a dome while contemporary bracelets focus on use of 2 types of materials [5].

3.1. Design Concept

This section is an explanation of the factors and design limitations that will serve as the basis for the design. Based on the purpose of this design, the design requirements will be based on:

1. Product Description

The jewellery set (necklace, earrings, and bracelet) that will be designed is one of the jewellery design innovations that combines the character of contemporary jewellery designs with the motifs of Bugis jewellery from the past.

art (art objects). Therefore, the author distributes questionnaires online to find out interests and opinions resource person on contemporary design.

3. RESULT AND DISCUSSION

In the traditional process of Bugis marriage, there are 3 the type of jewellery that must be used as well as attract attention are [4]:

- Chain necklace (*geno ma'bule*), is a layered necklace with an effect gold flower and metal pieces light.
- Long Earrings (*bangkarak*), is the type of earrings that dangles fall down and bright gold.
- The base bracelet (*sima taiya*), is bracelet on wrist with flower carvings and gold light.

Of the three types of jewellery above, will do a comparison to jewellery contemporary to find inner appearance adapting Bugis jewellery to the model contemporary jewellery.

2. Design Considerations

The jewellery set is designed in the form of contemporary jewellery with more organic curves with a combination of Bugis tribal jewellery motifs.

3. Design Constraints

The limitation in this design focuses on the shape which is the result of simplification (stylization) of the buffalo horn which is an icon of the belief of the Bugis tribe, in addition to the motifs taken from past jewellery. Gold in colour with selected texture combinations. In addition, this jewellery design uses a mix of materials [6].

4. Description of the intended user

The intended users of this jewellery are women from the mid-end customers who are in the age range of 20-30 years.

3.2. Mood Board



Figure 2 Mood Bord Image Bugis Jewellery

3.3. Final Sketch Alternative Design



Figure 3 Basic Idea

3.4. 3D Design

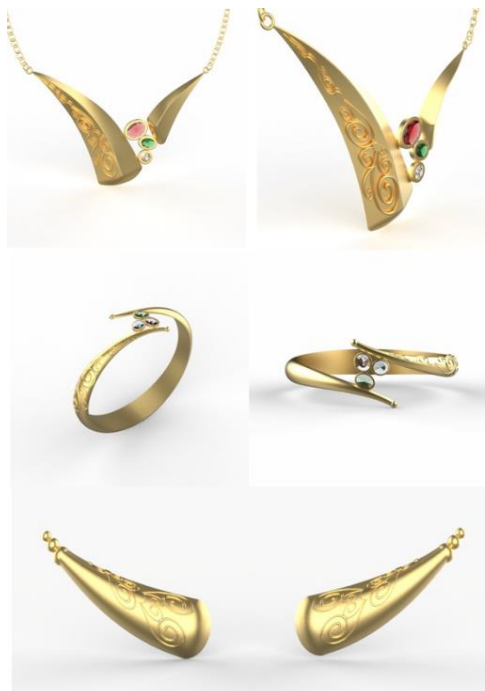


Figure 4 3D Design Illustration

3.5. Design Visualization



Figure 5 3D Operational Idea

4. CONCLUSION

Jewellery has been known as an object to complete the appearance or beautify yourself. Jewellery cannot be separated from one's lifestyle and jewellery can reflect the nature of the individual who wears it. To use

introduce a culture to society, jewellery is a one of the works that can be used as a forum for cultural recognition. Through exploration of the shape and motif of this jewellery can produce a contemporary (timeless) jewellery combined with Bugis tribal jewellery motifs that can be an effort jewellery collectors / consumer in

preserving the culture of the Bugis tribe even though only in small pieces. By presenting jewellery that has pieces or shapes and motifs that reflect the culture of the Bugis tribe. In this design has the nature of introducing contemporary design to the community and include the introduction of the culture of the Tribe Bugis, so to carry out a similar design, data is needed sufficient to further explore the design potential. In addition, it requires a exploration of more unique materials and colours in a design contemporary design.

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