

ABSTRAK

“PENERAPAN TEKNIK HAND PAINTING MENGENAI KEINDAHAN BALI DI INDONESIA BERKOLABORASI DENGAN SENIMAN INDONESIA PADA OUTER WANITA”

Pergeseran budaya di Indonesia dapat terjadi karena banyak orang berpikir bahwa kebudayaan barat memiliki rasa modernitas dan gairah, dan sebagian orang menganggap bahwa kebudayaan Timur itu kuno dan tradisional. Minimnya dukungan pemerintah terhadap kelangsungan hidup seniman Indonesia dan kesempatan kerja inilah yang membuat Indonesia mengalami krisis seni saat ini. Guna mencegah punahnya budaya Indonesia dan mengurangi para seniman yang kecewa karena tidak lagi mengapresiasi karya-karyanya, masyarakat berharap dapat merancang karya yang dapat melestarikan budaya Indonesia dan seniman-seniman hebat Indonesia. Rancangan ini nantinya akan menerapkan teknik *hand-painting* pada lukisan yang dibuat oleh seniman Indonesia yang mengangkat kebudayaan serta keindahan Indonesia Produk yang dijadikan adalah *Outer* karena bagian terluar dari fesyen dan paling mencolok bila dikenakan agar hasil lukisan tidak tertutup oleh bagian yang lain. Tujuan penelitian ini adalah untuk mengetahui bagaimana terapan teknik *hand-painting* mengenai keindahan Bali di Indonesia yang berkolaborasi dengan seniman Indonesia pada *Outer* wanita. Jenis penelitian ini adalah penelitian kualitatif yang mengutamakan ilmu dan pendapat dari *expert* dan *extreme* yang sebidang dan sejalan dengan tujuan perancangan ini. Penelitian ini berupa wawancara dan observasi. Dengan menggunakan metode *thinking* pada laporan data primer didapat dari hasil wawancara *expert panel* sebanyak enam orang yaitu *fashion designer, fashion stylish, tailor, textile expert, seniman*, seniman lukis kain dan *extreme user* sebanyak dua belas orang yang pernah membeli *Outer*, serta observasi untuk mengetahui posisi target market dan selera pasar saat ini di Indonesia khususnya wanita. Dari hasil perancangan penelitian ini adalah produk berkolaborasi dengan seniman Indonesia dengan penerapan teknik *hand painting* tentang keindahan Bali di Indonesia berkolaborasi dengan seniman Indonesia pada *Outer* wanita.

Kata kunci: *hand painting*, Bali, seniman, lukisan, *outer*

ABSTRACT

“IMPLEMENTATION OF HAND PAINTING TECHNIQUES ON THE BEAUTY OF BALI IN INDONESIA COLLABORATING WITH INDONESIAN ARTIST ON WOMEN OUTER”

The cultural shift in Indonesia can occur because many people think that western culture has a sense of modernity and passion, and some people think that eastern culture is ancient and traditional. The lack of government support for the survival of Indonesian artists and job opportunities is what makes Indonesia is currently experiencing an art crisis. In order to prevent the extinction of Indonesian culture and keeping calm the artists who are disappointed because they no longer appreciate their works, the public hopes to design works that can preserve Indonesian culture and Indonesia's great artists. This design will later apply hand-painting techniques to paintings made by Indonesian artists to elevate the culture and beauty of Indonesia. The product used is Outer because it is the outermost part of fashion and it is most striking when worn so that the painting is not covered by other parts. The purpose of this research is to find out how hand-painting techniques are applied regarding the beauty of Bali in Indonesia in collaboration with Indonesian artists on Outer women. This research is a qualitative research that prioritizes the knowledge and opinions of the experts and the extreme which are in line and in line with the objectives of this design. This research is in the form of interviews and observations. In the primary data report, there were six people interviewed by an expert panel, such fashion designer, fashion stylish, tailor, textile expert, artist, cloth painting artist and extreme users, as many as twelve people who have bought Outer, as well as observations to determine the position of the target market in Indonesia, especially women. Based on the results of research by several expert users, according to them the products designed have a theme that matches the brand personality that has been determined, like Creative and Elegant and has chosen the quality of the baby canvas material, which is good quality material. The comfort level of the pattern has been tested and appears on the part of the product when it is worn properly and fits the body without any wrinkles that attract each other and the combination of the colour of the material with the colour of the painting can be said to have matched and supported each other in a single unit. The result of this research design is a collaborative product with Indonesian artists by applying hand painting techniques about the beauty of Bali in Indonesia in collaboration with Indonesian artists on Outer women.

Keywords: *hand painting, Bali, artist, painting, outer*