



Women's Workwear Design Inspired by Minangkabau Traditional Culture

Dedy Rachmad Setiawardhana*, Sinta Meiliana

Department of Product Design, Universitas Trilogi, Indonesia

**Corresponding author Email: dedyrachmad@trilogi.ac.id*

The manuscript was received on 20 June 2024, revised on 10 October 2024, and accepted on 12 February 2025, date of publication 4 April 2025

Abstract

Women's workwear is designed specifically for the work environment or professional and reflects professionalism, politeness, and comfort during work. The definition of women's workwear can vary depending on company policies, business norms, and the level of formality in the workplace. In this context, this study explores the design of women's workwear that combines elements of Minangkabau culture, such as motifs and colours, to create unique and highly artistic works. This study is also inspired by the position of Minangkabau women who are central figures and depict wise women, researchers combine this decorative motif in one workwear. The process of combining designs on motifs, patterns, and materials in the sewing of workwear is a creative step in creating an authentic impression. Case studies on traditional Minangkabau decorative motifs are significant elements in the study, emphasizing the role of cultural preservation and the important role of women in Minangkabau culture. This research not only covers efforts to preserve and introduce Minangkabau culture but also seeks innovation in workwear design. This innovation reflects the adaptation of traditional workwear to be more modern but still strengthens the cultural context. Workwear design involves the creative and innovative role of professional tailors, which socially and culturally can create a positive impact on society. The public's response to the use of workwear that combines decorative elements and innovation is an important part of understanding the design of Minangkabau women's workwear that reflects cultural richness.

Keywords: *Clothing, Minangkabau, Motifs, Culture, Decorative Motifs.*

1. Introduction

The history of workwear reflects the evolution of culture and values of society that began in the 19th and early 20th centuries. These changes are reflected in the way people dress at work with continuous developments in the world of fashion and work, workwear continues to undergo transformations that reflect dynamic changes in everyday life. Workwear in general is clothing that has the main purpose of providing a professional appearance, following business norms, and giving a positive impression of the company. The definition of clothing or clothing according to Jalins and Mamdy in the book *Basic Elements in the Art of Clothing* is everything we wear from head to toe, such as all objects that are attached to the body and are made of textile materials, such as clothes, long cloth, and sarongs. There are two types of clothing according to gender, namely men's clothing and women's clothing. Compared to men's clothing, women's clothing is more diverse in appearance. From the various forms and models of clothing, as well as the selection of the type of textile used. For a woman, fashion has a very important meaning [1]. As time goes by, currently most women of productive age, namely 25-35 years old, choose to do activities, one of which is working. This greatly influences the lifestyle of social humans, which makes women today compete to work to be able to meet their needs. It can be seen from data from the Central Statistics Agency (BPS) in the 2022 national work survey that the percentage of workers reached 38.98% of female workers in Indonesia and has increased every year. In certain sectors, female workers are almost the same as the number of male workers. This increase is dominated by marketing and public relations, accompanied by social media strategists and writers [2][3]. Women who work at productive ages in the entertainment industry are no longer limited to meeting basic needs, but also to fulfil their lifestyle. The need to socialize with many people and activities carried out every day, such as meetings with business colleagues or relatives, and formal parties attended by many influential people requires work clothes that are worn comfortably to attend the event. As career women, in addition to being required to have the



ability to work, they are also required to have an attractive appearance. To have an attractive appearance, they need a lot of clothes as a supporting aspect [4].

Design refers to the process or activity of planning and creating a product, system, or concept by considering aspects such as function, aesthetics, safety and efficiency. The design process involves the stages of analysis, conceptualization, development and implementation of ideas or plans into physical or tangible forms. The design of workwear-inspired by Minangkabau decorative motifs shows a strong attachment. This review focuses on women's workwear by showing specific target users or consumers. Creating unique and highly artistic works [5]. The use of cultural elements, such as motifs and colours from Minangkabau customs, provides a special dimension to cultural design. Women's workwear is specifically designed for women in the context of a work or professional environment. The definition of women's workwear can vary depending on company policy, business norms, and the level of formality in the workplace. In general, women's workwear is designed to create a professional, polite and job-appropriate appearance such as dresses and blazers. Women's workwear is designed to reflect professionalism and comfort while working. Inspired is a drive, idea or creative energy from a source that includes feelings of enthusiasm or desire to do something that comes from positive influences or motivation obtained from the environment and certain ideas [6]. Researchers have inspiration for novelty in work clothes that include Minangkabau customs as a source of inspiration. This theme focuses on the design of women's workwear-inspired by Minangkabau customs that carries the concept of combining traditional Minangkabau elements into this fashion design. In the context of Minangkabau customs, colour plays an important role in expressing cultural meaning and symbolism. Although there is no colour theory exclusive to Minangkabau colours, general principles of colour theory can be applied to understand the use of colour in Minangkabau customs [7]. By embracing the richness of culture and traditional aesthetics. This theme offers a combination of traditional beauty and the needs of modern functionality in the work environment [8]. This design reflects respect for the richness of Minangkabau culture by taking inspiration from local customs and showing cultural heritage and efforts to preserve it. The theme review will explore traditional Minangkabau motifs and patterns that have deep meaning. Each element is raised to create an inherent relationship between tradition and modernity with certain symbols and colours that are combined in motifs and colours that can give a deep impression to the wearer and observer. The selection of materials for women's workwear will be considered in terms of materials that represent the local Minangkabau nature which can include traditional songket weaving, and other materials that provide an authentic and modern touch, how motifs, colours and cuts of clothing can be transformed into something that is relevant and functional in the context of modern women workers [9][10].

The work clothes referred to by the researcher are designed for situations or events that require a high level of formality and require a very orderly and polite appearance. In designing work clothes inspired by Minang customs, there is great potential because of the uniqueness of the design that will be made typical of Traditional motifs, colours and details that reflect the richness of Minang culture. Work clothes inspired by Minang customs can provide a professional image with a Traditional combination that can give a serious impression. The researcher raised Minangkabau culture to be used as a design for women's work clothes, Minangkabau culture is very relevant to women who work hard to meet their needs, or even family needs [11][12]. Which means that women in Minangkabau culture are wise central figures. With the hope that this study can provide an awareness of Minangkabau culture that is sensitive to the existence and equality of women. The purpose of this study is to design elements of Minangkabau traditional decoration to be integrated into women's work clothes design, to design women's work clothes that can provide an influence in providing an awareness of the central figure and depicting wise women based on Minangkabau culture and to design the concept of women's work clothes based on Minangkabau traditional values. The benefits of this research are as follows, benefits for the community, especially in the form of traditional decorative motifs to maintain cultural wealth and pass it on to the next generation, benefits for researchers to have a modern concept that can open new paths in the world of fashion that can be a source of inspiration for other designers and attract innovation in the fashion industry and benefits for universities can use the results of this research in the curriculum to educate students about the importance of cultural diversity and the role of fashion design in preserving cultural heritage.

2. Research Method

The research method in this study is qualitative, which is a study based on philosophy used to examine scientific conditions (experiments) where the researcher is an instrument. Qualitative methods are suitable for use in this study because they can provide valid and reliable qualitative data. Surveys can be conducted by observation or in-depth analysis using an Interpretative approach, looking for patterns and concepts that emerge from the data. Through qualitative research methods, it can be studied more deeply regarding product design preferences and needs and product effectiveness that will create new innovations for women's work clothes inspired by Minangkabau decorative motifs. The framework of thinking is an explanation that functions to explain and organize all the symptoms that already exist in a study to be completed with previously created criteria, a structure or conceptual map used to organize ideas, argument ideas logically and systematically in a study or written work. By functioning to explain between variables, provide research direction, make arguments stronger and help compile research chapters, it aims to focus research that is clearer to be studied, design research with appropriate instruments such as questionnaires or tests and analyze the data obtained based on the framework that has been made. Literature study is to find theoretical references that are relevant to the case or problem found. References can be obtained from journals, research report articles, and sites on the internet. The output of this literature study is a collection of references that are relevant to the formulation of the problem. The aim is to strengthen the problem and as a theoretical basis in conducting the study and also as a basis for designing a prototype of women's work clothes inspired by Minangkabau customs. The Interview method is a technique carried out by means of questions and answers between the interviewer and the interviewee as a fact provider or resource person who is interviewed with the aim of collecting data in the study. The researcher gave questions to the resource person online via Whatsapp with female workers on July 10, 2024 with respondents named Karina who is 24 years old and works at a fashion brand as a Social Media specialist and Marwah, who is 25 years old and works at an interior brand as a graphic designer. Indirect observation is a data collection method that involves observing a phenomenon without interacting directly with the subject or object being observed. In indirect observation, the researcher is not actively involved in the situation being observed. Researchers collect data by observing events or results from a distance including document analysis, observation via social media, online surveys, and analyzing previous results.

3. Result and Discussions

The analysis process on Women's Workwear Inspired by Minangkabau Customs considers various aspects of the object of analysis, namely, Women's Workwear Style, Silhouettes to be displayed, and elements and materials used so that users are comfortable. This analysis process was made with the hope that women's workwear-inspired by Minangkabau customs can reflect the identity of the Minangkabau culture that is fashionable, functional and comfortable. This workwear is also expected to increase the confidence and professionalism of Minangkabau women in the workplace. This women's workwear style is one way to express yourself through clothing, accessories and makeup. This fashion style is one of the analyses for Women's Workwear Inspired by Minangkabau Customs to see the fashion style that is suitable for the clothes. The most relevant women's workwear style is formal because the level of formality in this dress combines cultural elements and striking colours, the fashion style will lean towards a formal fashion style. Based on the analysis of the fashion silhouette, the silhouette that best suits the Minangkabau Custom-Inspired Women's Workwear is silhouette A, because silhouette A has unique features in the wide shoulders and wide bottom, like the silhouette of the Minangkabau Gadang house which has a pointed roof like a buffalo horn. In the process of analyzing women's workwear materials, researchers can evaluate and choose the right material to be used in the production of women's workwear. This process is to ensure that workwear can be worn comfortably, functionally and according to needs. With the right material, Minangkabau women's workwear can look comfortable to wear and be a representation of modern clothing and still unite the characteristics of Minangkabau culture. This Minangkabau cultural analysis is needed to understand Minangkabau culture to produce women's workwear designs that reflect the identity and values of Minangkabau cultural decorative motifs. Based on cultural analysis, researchers can understand Minangkabau culture in depth and how to integrate it into women's workwear designs. This understanding can be the basis for producing authentic designs that are by Minangkabau cultural values. Based on Minangkabau decorative motif elements, researchers conducted a comparative analysis [13][14]. In Pucuak Rabuang, the meaning of Pucuak Rabuang is seen from the close relationship between the lives of the Minangkabau people and nature. Beautiful natural forms can be taken and utilized and used as examples of life models, used as decorative motifs and so on. Taking natural forms as decorative motifs is not always based on the philosophy or good nature of the object used as a motif, taking motifs can also be solely based on considerations of its beauty. Bamboo shoot shoots are used as motifs because they are not only beautiful but also have great benefits. When small, they can be used as curry (cooking), when grown up they can be used as bamboo (needed to make houses, buildings and so on). Apart from its beauty, the puck-reducing motif is a motif that has a deep meaning and this motif can be used as a living example. Like work clothes, where women's work clothes are clothes worn by someone to earn a living, which has the benefit of living both in the family and at work. Rumah Gadang is a characteristic of Minangkabau with a curved roof like a buffalo horn, which has the noble values of Minangkabau culture, with several symbolic meanings. Rumah gadang is not only a physical building, but a symbol of identity from the noble values of Minangkabau culture, its meaning and symbolism reflect the philosophy of life, social structure, and local wisdom of the Minangkabau people. Preserving rumah gadang means preserving a priceless cultural heritage. Rumah gadang has several characteristics that can be implemented in women's work clothes, besides its uniqueness, rumah gadang also has a firm and wise impression, because the geometric shape of the rumah gadang is very firm and symmetrical. Some silhouettes that can be taken are the roof of the rumah gadang which is typically, pointed like a buffalo horn. In addition, women's work clothes must still look symmetrical and neat like the silhouette of the rumah gadang [15].

Based on colour analysis, the Minangkabau Flag called Marawa has three main colours with deep philosophy, the three colours are black, yellow and red. The three colours are interrelated and symbolize unity and balance, nature, customs and religion in the life of the Minangkabau people. The following is a colour analysis of the Minangkabau tradition. The red colour depicts courage, an unyielding spirit and heroism for Minangkabau culture. This colour is interpreted as the blood of fighters who have sacrificed for Minangkabau. Red is also interpreted as the spirit of unity and harmony of the Minangkabau people. If in the colour arrangement, red is placed at the bottom of the Marawa Minangkabau flag. In Minang culture, red symbolizes doubling or the protector of the community. The black colour in Minangkabau culture means eternity, strength and steadfastness like the Minangkabau land that is resistant to tests. The black colour is also associated with the Minangkabau customs and culture that are highly respected. The black colour on the Marawa flag is placed at the very top as the base colour that symbolizes the strong foundation of Minangkabau culture. The coloured symbol represents majesty, glory and pride. The yellow colour is also used like the sunlight that shines on the Minangkabau earth. In addition, yellow is also gold, which can be interpreted as wealth and prosperity. Yellow, is the colour in the middle of the Marawa flag, which can be interpreted as the majesty and glory of Minangkabau customs, therefore the yellow colour is widely used as a manti or religious leader. Of the three colours, red and black are very relevant colours to be used as women's work clothes, besides its philosophy, these colours are the safest colours for office work clothes because they look more elegant. Yellow will still be used as a decoration of additional motifs in women's work clothes that designers will make [16].

Based on the analysis of textile joints, the joints used in the design of Women's Workwear Inspired by Minangkabau Culture use Sewing techniques. As a mechanical joining process of textile structures using needles and sewing threads. In the interloping joint type, the type of stitch is made from a circle of thread (intra = one) with a type that forms looping (knots). This stitch can be used to easily connect two ends of the thread, and secure other stitches at the beginning or end of sewing so that the stitches do not come loose easily. This stitch is very suitable for helping to make patterns and connect patterns on work clothes that will be designed. In intralooping joints, a type of stitch is made from a loop passing through the same thread on an overlock sewing machine. This overlock stitch is very strong and elastic so this sewing method is commonly used for clothing that has a lot of activity when used such as sportswear, underwear, and also work clothes. Work clothes require strong and elastic stitches so that they provide comfort and safety for the user, these women's work clothes are specifically for women who work so that they have a lot of activities and this stitch is suitable to be one of the designs for women's work clothes that will be made. In satin stitch, this technique fills a predetermined area with thread to produce a flat and smooth image or pattern. Satin stitch or flat stitch is one of the basic techniques in embroidery that produces a smooth and shiny surface, this technique is commonly used for embroidery with a wide pattern that gives a shadow effect to the embroidery design [15][16].



Fig 1. Moodboard

Based on the results of the analysis that has been done, it is concluded that the synthesis of women's workwear designs inspired by Minangkabau customs will combine smart casual style, A-line silhouette, with comfortable and functional materials, decorative elements of pucuk rebuang and rumah gadang and a combination of black, red and yellow colours and appropriate sewing techniques. This design is expected to be a new identity for Minangkabau women who work, as well as preserve Minangkabau culture in modern life. Women's Workwear Inspired by Minangkabau Culture with a Case Study of Minangkabau Decorative Motifs will use a modern-traditional concept by using the colours in the Minangkabau decorative elements. Namely maroon red, black and golden yellow with A-line silhouette. With this concept, it is expected that users will be comfortable wearing it, because the material used is semi-glossy wool which gives dimension to the clothes, and gives a clean look impression by paying attention to design details such as pockets on the outside with the addition of a piece of cloth, giving an A-line silhouette effect on the pants. As seen from the moodboard above, the design of the clothes will have a silhouette like the roof of a traditional house, namely A line with colours taken from the Marawa flag, the Minangkabau traditional flag consisting of Red, Black and Golden Yellow. The details of this concept are the outer pocket with Golden Yellow embroidery. The material used is semi wool which is comfortable and fits for Work Wear Style. The researcher has seven sketches that have been made, of which 1 sketch will be selected as the best and most relevant. The selection of this sketch uses a questionnaire that will be distributed to the audience with the sample criteria of women, Aged 20 years and above and currently working. The distribution of this questionnaire sample was carried out using random respondents with an age range of 20-35 years, female and working. From the results of 36 respondents, 55.6% or equivalent to 20 out of 36 respondents chose sketch 3 out of 7 existing sketches. The selected sketch is the most relevant in terms of comfort, following the Minangkabau concept and functionality. Sketch 3 is a Blazer and cut bray pants with additional pockets that appear on the front, sketch 3 is one of 7 sketches with a blazer pattern. The development of Sketch 3 has 3 colour choices, namely the dominant colours red and black then with gold details. In the rounded collar list section, it is S-shaped and in the slit or tear section on the 7/8 sleeve uses geometric details of triangles and lines. After the material is purchased, the next process is making a pattern by a tailor according to the size of the pattern that has been given. After the tailor makes a pattern on newspaper, the pattern is printed onto the material and immediately sewn by several tailors with their respective sections. As the material is sewn, some of the detailed materials to be embroidered are sewn by different tailors, tailors who specialize in embroidery. In this process, the product had to revise the embroidery stitching because the embroidery was not appropriate. The result of the women's workwear design process inspired by Minangkabau customs is a prototype of a blazer and pantsuit. To simulate the prototype product, the designer used a female model with a height of 169cm, weighing 47kg as seen in the following photo details.



Fig 2. Full Body

4. Conclusion

Through this study, it can be concluded that Minangkabau traditional decorative motifs have great potential to be developed into unique and characterful women's workwear designs. Women's workwear-inspired by Minangkabau culture can be adopted as Indonesian women's workwear because the decorative motifs from Minangkabau are very diverse. The application of the pucuk rebuang motif not only enriches the aesthetic value but also becomes a medium to preserve the heritage of traditional Minangkabau decorative motifs, the silhouette of the rumah gadang and other ornaments that can still be implemented as motifs for workwear, so that this innovation can increase public interest in the use of workwear with an Indonesian cultural theme, especially Minangkabau. In addition, this study also opens up opportunities for further research on the potential of other regional decorative motifs in the world of fashion. From the design process that has been passed, several things must be considered in the development of fashion design as women's work clothes inspired by Minangkabau culture in the future, including many motifs that can be adopted as one of the fashion ornaments, this design still needs future development, including for the development of men's fashion, the selection of materials that can be developed, such as the use of typical Minangkabau songket cloth, there are still many silhouette forms that can be developed in Minangkabau decorative motifs for this design. There are still many silhouette forms that can be developed in Minangkabau decorative motifs for this design. The designer hopes that in the future there will be improvements and other innovations that can be developed for the advancement of fashion design science from Minangkabau customs.

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