
Ready to Wear Semi Couture Style Dragon Kamasan Puppet Design for Adult Women's Evening Party Clothing

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Abstract

Bali has a basic philosophy whose inspiration comes from the *comos-theos-antropos* aging by integrating the teachings of Balinese Hinduism-Balinese nature and Balinese people as the basic orientation in all ideas and cultural artworks, resulting in a special attraction in each of its artworks. The data collection method was carried out by observation, interviews, and documentation, as well as design design using the Corel Draw 2020 design program. The research resulted in six ready-to-wear semi-couture fashion designs for adult women's evening parties. This fashion collection is named *Reminiscence* which means lifting the roots of local Balinese culture, namely the *Kamasan Wayang* dragon. These six designs are designed using shimmer silk, Balinese woven, and tulle. *Kamasan* puppet designs are applied to different positions in each design. The first group design in the first design, the *Kamasan* puppet dragon design position was applied to the front position of the chest circling back to the front pelvis. The second design position of the *Kamasan* puppet dragon design on woven cloth is tucked around the waist like a Balinese dancer's fashion shawl. The third design positions the dragon head design on the front chest fit. The second group of designs in the first design positions the *Kamasan* puppet dragon design on the elongated woven fabric. The second design scraped the position of the elongated design. Design the third design position on the chest fit. Fashion design is the dress for all six designs. The design character of the first group is feminine sexy and the design character of the second group is feminine elegant. Dress variations are *bolero*, *obi*, and *blazer*.

Keywords: Fashion, Cultural Wisdom, Evening Party Clothing, Ready to Wear, Design.

INTRODUCTION

Concrete evidence of the success of the basic application of the philosophy of unifying *comos-theos-anthropos* in the life of the Balinese people, resulting in various special names such as Bali Island of the Gods (Bali Island of Paradise), island of a thousand temples, the world's best tourist destination and so on. According to Picard M (2018), Bali, with its unbeatable cultural appeal and stunning natural beauty, is the right location to bridge Indonesian designers' creativity and their international image. Andini et al. (2021) is the highest level of haute couture fashion, namely clothing produced using exclusive materials. Semi-ready-to-wear clothing products are manufactured using high-quality materials and embellishments, requiring the skills of quality workers.

According to Wasis Gunadi (2020), the fashion industry is one of 16 creative industry groups, which contributed 3.76% to Indonesia's national GDP in 2017. The fashion industry is also still one of the largest foreign exchange earners, with an export value as of July 2018 of US\$ 8.2 billion (Rp. 122 trillion), which grew 8.7%. Indonesian fashion products are able to control 1.9% of the world market. Business actors in the Fashion Industry are mostly Indonesian Micro, Small and Medium Enterprises (MSMEs), totalling almost 60 million people. Indonesia is a high-potential market for textiles and fashion due to stable economic growth and the fourth-highest population in the world. According to the McKinsey Global Institute (Pavitta et al., 2019 in Marini Yunita Tanzil et al. (2021) the number of middle class consumers in Indonesia is estimated to grow from 45 million people in 2010 to 145 million people in 2030 and is one of the keys to economic growth in Indonesia.

Evening parties are party clothes that look luxurious with the types of materials and accessories worn compared to morning party clothes or afternoon parties. According to Darma Putra et al. (2021) evening party clothing is a type of clothing that has special features compared to other clothing. In terms of decoration for evening party clothing, decorations can be added, from glamorous decorations to simple decorations, according to the theme of the party fashion. Evening party clothing is different from clothing for other occasions in terms of colour, material, model, and equipment. Making party clothing explores deep creativity and adds insight into the types of clothing for evening party clothing. A night party is an atmosphere with a theme adjusted by the organizer or host to hold a night party, to liven up the atmosphere. Researchers obtained primary data in the form of photos of the party atmosphere from Mrs. Yenli Wijaya (2023). Evening party clothing is adjusted to the theme being held. The theme is usually prepared according to the event's luxury or classic nature; of course, the invited guests will come to customize their evening party clothing to suit that theme.

The researcher found a field phenomenon of the lack of cultural wisdom of fashion designers in developing the art of Kamasan puppet painting in adult women's evening party clothing (Anak Agung Ngurah & Dewa Ayu Putu, 2021; Tanzil et al., 2022; Themadjaja & Gunadi, 2023). The urgency of this research is to help home industry craftsmen in Bali in producing new designs of ready-to-wear evening party clothing for semi-adult women aged 35 years to 50 years, namely to provide an increase in craftsmen's income compared to ready-to-wear workmanship and hopefully be able to compete in the world market with semi ready-to-wear clothing from outside Bali which is marketed in Bali. The results of the research in the form of concepts and prototypes of new designs are expected to be used as a guide or example by craftsmen in innovating the design of ready-to-wear semi-adult women's evening party clothing products referring to market needs (Amutha, 2021; Derman et al., 2023; Wedanti et al., 2023). If there is no concept or prototype as a design reference, crafters will find it difficult to develop designs that contain elements of novelty that have been seen as monotonous.

Researchers' observations from initial observations in the Sangging-Kamasan-Klungkung-Bali hamlet show that there is a phenomenon, namely the lack of cultural wisdom of fashion designers in developing the art of Kamasan puppet painting in adult women's

evening party clothing. Initial data observations of phenomena in the field are supported by data sources that researchers collect as primary data. Researchers collected primary data by interviewing active Balinese designers, namely Mrs. Yenli Wijaya and Mrs. Wahyu. Mrs Yenli Wijaya as a Balinese designer and as the head of IFC Bali (Boutique Yenli-Denpasar-Bali, 08 April 2023) for ready-to-wear semi took the innovation of evening party clothing for adult women with the idea source of wayang Kamasan does not exist at this time, more towards batik Kamasan, chiffon kebaya fabric with wayang Kamasan motif, kebaya with wayang Kamasan motif, souvenir products that start to outerwear, simple dresses and tote bags. There is no Kamasan puppet innovation in evening party clothing.

Researchers see previous research on wayang Kamasan, no one has innovated ready-to-wear adult women's evening party clothing, but different innovations such as the research of I Wayan Mudra (2019) the creation of ceramic works inspired by Balinese wayang motifs, Balinese wayang is one of the traditional motifs that are often chosen in creating these ceramic craft works. Gab research Gede Wira Astawa et al. (2019) produced an Android application and website admin: (1) QR scan application is on Kamasan puppet paintings and displays stories and Android functions to scan QR codes to make it easier for customers to buy Kamasan puppet painting products. Gab research Wayan Sekar Pradnyadari (2022) the final result of this research is the design of fashion product souvenirs in the form of dresses, outers, and tote bags with the application of Kamasan puppet paintings as motifs which are expected to introduce and provide insight into Kamasan puppet paintings.

The urgency of this research is that the weakness in the fashion world is that it does not highlight local cultural motifs and local wisdom. This fashion innovation, researchers highlight local wisdom values so that they can be used or applied by crafters. The results of the research in the form of concepts and prototypes of new designs are expected to be used as a guide or example by crafters in innovating the design of ready-to-wear semi-couture adult women's evening party clothing products referring to market needs.

The state of the art of this research is a concept of ready to wear semi-virtual naga wayang kamasan design innovation for adult women's evening party clothing that can be used as a guide or reference by Balinese fashion designers in innovating ready to wear semi adult women's evening party clothing product designs for the development of Indonesian fashion with Balinese culture.

METHODS

The qualitative research method is used as the basis of research on ready-to-wear semi virtual dragon wayang kamasan design for adult women's evening party wear. The creation methodology model often uses qualitative research methods based on the design process.

Definition of the creative process starts from the preparation stage, which consists of observation and analysis of existing problems, followed by the imagination stage, namely with visual studies and preparation of tools and materials, followed by the imagination development stage, which is aimed at the idea of creation and the results of the design. The last stage is the design stage of ready-to-wear semi-virtual dragon wayang Kamasan design

for adult women's evening party clothing. According to Portal Spada (2021), creation methodology is a set of activities, rules and procedures used to create a work.

The investigation began by observing and investigating the focus of the phenomenon in the hamlet of Sangging-Kamasan-Klungkung-Bali, paying attention to the subjective aspects of the object's behavior. Researchers look for information related to the phenomenon being studied through research subjects.

According to Tracy (2019), qualitative research is one of the approaches to conducting research based on the philosophy that the truth is obtained from capturing the symptoms (phenomena) of the object to be studied, which will later be interpreted by the researcher. This research is a process design-based research conducted using the design thinking method approach to produce designs in terms of fashion products.

Data Collection

The data collection technique taken by researchers is ready to wear a semi-virtual Kamasan puppet dragon for adult women's evening party clothing, with the following research stages:

1. Observation

Observations began at the Kerta Gosa museum in Kamasan - Klungkung, with the first source, Mr. Nyoman Arcana.

2. Video interviews and notes

The researcher interviewed the head of Sangging-Kamasan hamlet Mr. Suwisna, he provided information that innovation is still lacking for Kamasan puppet media (Sangging hamlet- Kamasan village-Klungkung July 9, 2022). Interview with Kamasan painter Mrs. Ni Wayan Sriwedari (daughter of the late. Mr. Nyoman Madre, a legendary figure of Kamasan puppet painter) the place of innovation of Kamasan painting art is also limited, for example, fans, offerings, and bags are in great demand because these items are often used in daily activities (dusun Sangging-desa Kamasan-Klungkung July 9, 2022). Kamasan puppet painter Mr. I Made Sesanka Puja (July 9, 2022, Sangging-Klungkung village) said that there was no fashion designer who took the source of Kamasan puppet ideas as an innovation for adult women's evening party clothing in ready to wear semi. Kamasan painter Mr. Nyoman Arcana (sangging-village Kamasan-Klungkung July 9, 2022) said there is no innovation for wayang Kamasan in fashion.




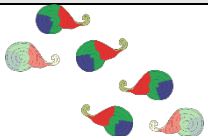





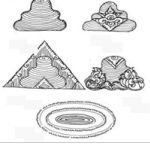

Researchers collected primary data by interviewing active Balinese designers, namely Mrs. Yenli Wijaya and Mrs. Wahyu. Mrs. Yenli Wijaya as a famous designer in Bali and also a member of IFC Bali (Boutique Yenli-Denpasar-Bali, April 08, 2023) for ready to wear semi that takes the innovation of evening party wear for adult women with the source of the Kamasan puppet idea does not exist at this time, more towards Kamasan batik, chiffon kebaya fabric with Kamasan puppet motif, Kamasan puppet motif kebaya, souvenir products that start to outer wear, simple dresses and tote bags. Mrs. Wahyu (Mama&Leon-Denpasar, 08 April 2023) said that there has been no innovation in Kamasan puppetry in evening party clothing.

3. Questionnaire

Researchers are interested in developing fashion innovations for Kamasan painting art media based on Google form data with 82 respondents, the results of the questionnaire stated 63.4% agreed and 34.1% strongly agreed that the making of clothing for the source of the idea of the concept of the dragon Anantabhoga wayang Kamasan is suitable for adult women's evening party clothing. as the basis of primary research data. Researchers also asked questions to 82 respondents, researchers got data from 35.4% disagreeing and 64.6% strongly disagreeing that fashion making for the source idea of the Kamasan Anantabhoga wayang dragon concept is suitable for school or official uniforms. Researchers asked the question of making clothes for the source of the idea of the concept of the dragon Anantabhoga wayang Kamasan suitable for kebaya clothes to 82 respondents, researchers got data that 35.4% disagreed and 64.4% strongly disagreed. Documentation (Video and Photos).

RESULTS AND DISCUSSION

The researcher created the Reminiscence semi-couture fashion collection that departs from cultural roots, Reminiscence fashion style appears more modern and represents urbanites. The ethnic impression is more pronounced here, with a mix-and-match that is not too formal. Handmade details are also present but with simpler techniques and materials. The motifs are richer, a mix of traditional and modern motifs. The following are the motifs used by researchers which are then distilled.

Initial Motifs	Distilled Motifs	Stylized plant	Distilled Motifs
 <p>Plant motifs</p>		 <p>Motif Aun-aun (cloud)</p>	 <p>Stylized Aun-aun or cloud motifs</p>
 <p>Sun Motif</p>	 <p>Stylized sun motifs</p>	 <p>River water/pool water</p>	 <p>Stylized river water/pool water motif</p>
		 <p>Stone Motif</p>	 <p>Stylized stone motifs</p>

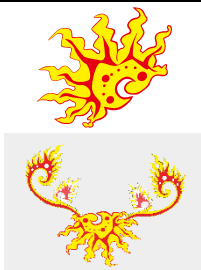




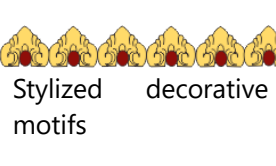
Fire Motif			
			
	Stylized fire motif	Decorative motif	Stylized decorative motifs

Figure 2. Stylistic Motifs of Kamasan Painting Motifs



Figure 3. Kamasan Puppet Painting with the Dragon Figure Anantabhoga Kamasan Puppet



Figure 4. Dragon Anantabhoga Stylized



Figure 5. Collage Reminiscence Collection



**Figure 7. Group Style 1
Elegant Feminine Group**



**Figure 6. Group Style 1
Sexy Feminine Group**



Figure 8. Style and Background

The following is a questionnaire from 82 respondents, which was carried out in three places: Gianyar, Ubud, and Denpasar.

The percentage of respondent groups can be seen as follows:

Description: Score Interpretation Criteria

Number 0%-20% = Very Weak

Number 21%-40% = Weak
 Number 41%- 60% = Enough
 Number 61%-80% = Strong

1. Making clothing for the source of ideas for the concept of stylizing the Dragon Anantabhoga figure, Kamasan puppet, suitable for adult women's evening party clothing.

Total score for	28 answer SA (SS)	4	=	28	X	4	=	112
Total score for	52 answer A (S)	3	=	52	X	3	=	156
Total score for	2 answer DA (TS)	2	=	2	X	2	=	4
Total score for	0 answer SDA (STS)	1	=	0	X	1	=	0 +
				Amount			=	272

Total ideal score (highest score) = 4 X 82 = 328 (SS)

Number of low scores = 1 X 0 = 0 (STS)

If based on the respondent group, it can be seen that:

The number stated Strongly Agree (SS) = 28 / 82 x 100 % = 34,15
 The number states Agree (S) = 52 / 82 x 100 % = 63,41
 Number of states Disagree (TS) = 2 / 82 x 100 % = 2,44
 Number of states Strongly Disagree (STS) = 0 / 82 x 100 % = 0,00

From the results of the research, 34.15% of respondents stated that they strongly agreed and 63.41% agreed that making clothing as a source of ideas for the concept of stylizing the Dragon Anantabhoga character Kamasan puppet is suitable for adult women's evening party clothing.

2. Making clothing as a source of ideas for the concept of stylizing the Kamasan puppet Dragon Anantabhoga character, suitable for school or official uniforms.

Total score for	0 answer SA (SS)	4	=	0	X	4	=	0
Total score for	0 answer A (S)	3	=	0	X	3	=	0
Total score for	29 answer DA (TS)	2	=	29	X	2	=	58
Total score for	53 answer SDA (STS)	1	=	53	X	1	=	53 +
				Amount			=	111

Total ideal score (highest score) = 4 X 82 = 328 (SS)

Number of low scores = 1 X 0 = 0 (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = 0 / 82 x 100 % = 0,00
 The number states Agree (S) = 0 / 82 x 100 % = 0,00
 Number of states Disagree (TS) = 29 / 82 x 100 % = 35,37
 Number of states Strongly Disagree (STS) = 53 / 82 x 100 % = 64,63

From the research results, 0% of respondents stated that they strongly agreed, 0% agreed and 35.37% said they did not agree and 64.63% said they strongly disagreed that making clothes as a source of ideas for the concept of stylizing the Dragon Anantabhoga figure Kamasan puppet is suitable for school or official uniforms.

3. Making clothing as a source of ideas for the concept of stylizing the Kamasan puppet Dragon Anantabhoga character suitable for kebaya clothing, seen in the following design:

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Total score for	0 answer SA (SS)	4 =	0 X 4 =	0
Total score for	0 answer A (S)	3 =	0 X 3 =	0
Total score for	29 answer DA (TS)	2 =	29 X 2 =	58
Total score for	53 answer SDA (STS)	1 =	53 X 1 =	53 +
			<u>Amount</u>	<u>= 111</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $0 / 82 \times 100 \% = 0,00$

The number states Agree (S) = $0 / 82 \times 100 \% = 0,00$

Number of states Disagree (TS) = $29 / 82 \times 100 \% = 35,37$

Number of states Strongly Disagree (STS) = $53 / 82 \times 100 \% = 64,63$

From the research results, 0% of respondents stated that they strongly agreed, 0% agreed and 35.37% stated that they did not agree and 64.63% stated that they strongly disagreed that making clothing as a source of ideas for the concept of stylizing the Dragon Anantabhoga character Kamasan puppet is suitable for kebaya clothing.

- The attractiveness of the stylized concept of the Dragon Anantabhoga figure Kamasan puppet in adult women's ready-to-wear semi-couture evening party clothing, can be seen in the following design:



Figure 9. Design 1

Total score for	26 answer SA (SS)	4 =	26 X 4 =	104
Total score for	51 answer A (S)	3 =	51 X 3 =	153
Total score for	3 answer DA (TS)	2 =	3 X 2 =	6
Total score for	2 answer SDA (STS)	1 =	2 X 1 =	2 +
			<u>Amount</u>	<u>= 265</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $26 / 82 \times 100 \% = 31,71$

The number states Agree (S) = $51 / 82 \times 100 \% = 62,20$

Number of states Disagree (TS) = $3 / 82 \times 100 \% = 3,66$

Number of states Strongly Disagree (STS) = $2 / 82 \times 100 \% = 2,44$

From the research results, 31.71% of respondents stated that they strongly agreed, and 62.20% stated that they agreed with the attractiveness of the stylized concept of the Kamasan Anantabhoga puppet character in evening party clothing for adult women ready to wear semi-couture.

- The concept presented by the researcher regarding consumer needs for evening party clothing design can be seen from the ready to wear semi couture adult women's evening party clothing design concept using the dragon figure in the Kamasan puppet, seen in the following design:



Figure 10. Design 2

Total score for	20 answer SA (SS)	4 =	20 X 4 =	80
Total score for	54 answer A (S)	3 =	54 X 3 =	162
Total score for	7 answer DA (TS)	2 =	7 X 2 =	14
Total score for	1 answer SDA (STS)	1 =	1 X 1 =	1 +
			Amount	= 257

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $20 / 82 \times 100 \% = 24,39$

The number states Agree (S) = $54 / 82 \times 100 \% = 65,85$

Number of states Disagree (TS) = $7 / 82 \times 100 \% = 8,54$

Number of states Strongly Disagree (STS) = $1 / 82 \times 100 \% = 1,22$

From the research results, 24.39% of respondents stated that they strongly agreed and 65.85% stated that they agreed that the concept presented by the researcher regarding consumer needs for evening party clothing design can be seen from the ready to wear semi couture adult women's evening party clothing design concept using figures dragons in Kamasan puppet.

- The needs of adult female consumers aged 35 years to 55 years for evening party clothing, shown by researchers in a ready to wear design for adult women's semi-evening party clothing with the Dragon Anantabhoga style of the Kamasan puppet, seen in the following design:



Figure 11. Design 3

Total score for	28 answer SA (SS)	4 =	28 X 4 =	112
Total score for	52 answer A (S)	3 =	52 X 3 =	156
Total score for	2 answer DA (TS)	2 =	2 X 2 =	4
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
			<u>Amount</u>	<u>= 272</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $28 / 82 \times 100 \% = 34,15$

The number states Agree (S) = $52 / 82 \times 100 \% = 63,41$

Number of states Disagree (TS) = $2 / 82 \times 100 \% = 2,44$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 34.15% of respondents stated that they strongly agreed and 63.41% agreed that the needs of adult female consumers aged 35 years to 55 years for evening party clothing, according to the researchers, were presented with ready to wear semi-ready to wear designs for adult women's evening party clothing. with the Dragon Anantabhoga style of the Kamasan puppet.

7. The technique used to create the style of the Dragon Anantabhoga character in the Kamasan puppet in adult women's ready-to-wear semi-couture evening party clothing uses embroidery and hand painting techniques, as in the following example of clothing with embroidery and hand painting techniques, seen in the following design:



Figure 12. Design 4

Total score for	37 answer SA (SS)	4 =	37 X 4 =	148
Total score for	43 answer A (S)	3 =	43 X 3 =	129
Total score for	1 answer DA (TS)	2 =	1 X 2 =	2
Total score for	1 answer SDA (STS)	1 =	1 X 1 =	1 +
				Amount = 280

Total ideal score (highest score) = 4 X 82 = 328 (SS)

Number of low scores = 1 X 0 = 0 (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = 37 / 82 x 100 % = 45,12

The number states Agree (S) = 43 / 82 x 100 % = 52,44

Number of states Disagree (TS) = 1 / 82 x 100 % = 1,22

Number of states Strongly Disagree (STS) = 1 / 82 x 100 % = 1,22

From the research results, 45.12% of respondents stated that they strongly agreed and 52.44% agreed that the technique used to create the style of the Dragon Anantabhoga character in the Kamasan puppet in ready-to-wear semi-couture adult women's evening party clothing used embroidery and hand painting techniques, such as the following example of clothing with embroidery and hand painting techniques.

8. Embroidery and hand painting techniques give a luxurious and elegant impression to evening party clothing, especially for adult women aged 35 to 55 years

Total score for	39 answer SA (SS)	4 =	39 X 4 =	156
Total score for	43 answer A (S)	3 =	43 X 3 =	129
Total score for	0 answer DA (TS)	2 =	0 X 2 =	0
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
				Amount = 285

Total ideal score (highest score) = 4 X 82 = 328 (SS)

Number of low scores = 1 X 0 = 0 (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = 39 / 82 x 100 % = 47,56

The number states Agree (S) = 43 / 82 x 100 % = 52,44

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Number of states Disagree (TS) = 0 / 82 x 100 % = 0,00

Number of states Strongly Disagree (STS) = 0 / 82 x 100 % = 0,00

From the research results, 47.56% of respondents stated that they strongly agreed and 52.44% agreed that embroidery and hand painting techniques give a luxurious and elegant impression to evening party clothing, especially for adult women aged 35 years to 55 years.

- The final result of designing a ready-to-wear semi-couture adult women's evening party clothing design concept featuring the Kamasan puppet Dragon Anantabhoga character. Naga Anantabhoga in the Kamasan puppet is the God Brahma in the form of Naga Anantabhoga, whose color is red, which is in the core of the earth. Anantabhoga is a symbol of prosperity. Dragon Anantabhoga also symbols of earth element. The symbol of Brahma in the form of the dragon Anantabhoga has a red color symbolizing courage, strength and joy. The color red can also provide encouragement or energy to take action. The color red can mean life, like blood and warmth. In the world of power, red is symbolized as a great or mighty form. If viewed negatively, the color red is associated with forms of violence.



Figure 13. Design 4

Total score for	28 answer SA (SS)	4 =	28 X 4 =	112
Total score for	48 answer A (S)	3 =	48 X 3 =	144
Total score for	6 answer DA (TS)	2 =	6 X 2 =	12
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
		Amount	=	268

Total ideal score (highest score) = 4 X 82 = 328 (SS)

Number of low scores = 1 X 0 = 0 (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = 28 / 82 x 100 % = 34,15

The number states Agree (S) = 48 / 82 x 100 % = 58,54

Number of states Disagree (TS) = 6 / 82 x 100 % = 7,32

Number of states Strongly Disagree (STS) = 0 / 82 x 100 % = 0,00

From the research results, 34.15% of respondents stated that they strongly agreed and 58.54% stated that they agreed that the final result of designing the ready-to-wear semi-couture adult women's evening party clothing design concept was stylized by the Kamasan puppet Dragon Anantabhoga character.

10. Consumers like adult women's ready-to-wear semi-couture evening party clothing designs, because they have fine sewing techniques and special craft arts such as embroidery and hand painting which have high artistic value and are elegant.

Total score for	41 answer SA (SS)	4 =	41 X 4 =	164
Total score for	41 answer A (S)	3 =	41 X 3 =	123
Total score for	0 answer DA (TS)	2 =	0 X 2 =	0
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
			<u>Amount</u>	<u>= 287</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $41 / 82 \times 100 \% = 50,00$

The number states Agree (S) = $41 / 82 \times 100 \% = 50,00$

Number of states Disagree (TS) = $0 / 82 \times 100 \% = 0,00$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 50.00% of respondents stated that they strongly agreed and 50.00% agreed that consumers like adult women's ready-to-wear semi-couture evening party clothing designs, because they have fine sewing techniques and special craft arts such as embroidery and hand painting which have high artistic value and elegance.

11. Consumer interest in evening party clothing for adult women aged 35 years to 55 years still prioritizes ready to wear semicouture because it has a price that matches the value of evening party clothing.

Total score for	28 answer SA (SS)	4 =	28 X 4 =	112
Total score for	54 answer A (S)	3 =	54 X 3 =	162
Total score for	0 answer DA (TS)	2 =	0 X 2 =	0
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
			<u>Amount</u>	<u>= 274</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $28 / 82 \times 100 \% = 34,15$

The number states Agree (S) = $54 / 82 \times 100 \% = 65,85$

Number of states Disagree (TS) = $0 / 82 \times 100 \% = 0,00$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 34.15% of respondents stated that they strongly agreed and 65.85% agreed that consumer interest in evening party clothing for adult women aged 35 years to 55 years still prioritizes ready to wear semi couture because it has a price that matches the value of the clothing night party.

12. Ready to wear semi-couture clothing using stylized dragon characters in the Kamasan puppet. Kamasan puppet painting provides classical and executive artistic value. Balinese

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designers are very interested in the source of Balinese cultural ideas as fashion inspiration, as well as the art of Kamasan puppet painting as a source of fashion ideas by Balinese designers.

Total score for	34 answer SA (SS)	4 =	34 X	4 =	136
Total score for	47 answer A (S)	3 =	47 X	3 =	141
Total score for	1 answer DA (TS)	2 =	1 X	2 =	2
Total score for	0 answer SDA (STS)	1 =	0 X	1 =	0 +
Amount					= 279

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $34 / 82 \times 100 \% = 41,46$

The number states Agree (S) = $47 / 82 \times 100 \% = 57,32$

Number of states Disagree (TS) = $1 / 82 \times 100 \% = 1,22$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 41.46% of respondents stated that they strongly agreed and 57.32% agreed that ready-to-wear semi-couture clothing uses stylized dragon figures in the Kamasan puppet. Kamasan puppet painting provides classical and executive artistic value. Balinese designers are very interested in the source of Balinese cultural ideas as fashion inspiration, as well as the art of Kamasan puppet painting as a source of fashion ideas by Balinese designers.

13. Many Balinese designers do not know or have not utilized the art of Kamasan puppet painting as a source of fashion ideas in semi-couture ready-to-wear clothing.

Total score for	11 answer SA (SS)	4 =	11 X	4 =	44
Total score for	67 answer A (S)	3 =	67 X	3 =	201
Total score for	4 answer DA (TS)	2 =	4 X	2 =	8
Total score for	0 answer SDA (STS)	1 =	0 X	1 =	0 +
Amount					= 253

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $11 / 82 \times 100 \% = 13,41$

The number states Agree (S) = $67 / 82 \times 100 \% = 81,71$

Number of states Disagree (TS) = $4 / 82 \times 100 \% = 4,88$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 13.41% of respondents stated that they strongly agreed and 81.71% agreed that many Balinese designers do not know or have not utilized the art of Kamasan puppet painting as a source of fashion ideas in semi-couture ready-to-wear clothing.

14. The development of ready-to-wear adult women's evening party clothing in Bali inspired by Kamasan puppet is currently still not attracting the interest of Balinese designers to explore the classic Balinese culture of Kamasan puppet painting.

Total score for	14 answer SA (SS)	4 =	14 X 4 =	56
Total score for	57 answer A (S)	3 =	57 X 3 =	171
Total score for	11 answer DA (TS)	2 =	11 X 2 =	22
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
			<u>Amount</u>	<u>= 249</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS)	=	$14 / 82 \times 100 \%$	=	17,07
The number states Agree (S)	=	$57 / 82 \times 100 \%$	=	69,51
Number of states Disagree (TS)	=	$11 / 82 \times 100 \%$	=	13,41
Number of states Strongly Disagree (STS)	=	$0 / 82 \times 100 \%$	=	0,00

From the research results, 17.07% of respondents stated that they strongly agreed and 69.51% agreed that the combination of fashion and classic Kamasan Balinese painting is a form of innovation in semi-couture ready-to-wear clothing for adult women aged 35 years to 55 years. will provide a form of classic modern innovation, because it also provides new opportunities for Kamasan painting craftsmen to get to know new innovations in fashion as a form of innovation in Kamasan Bali painting.

15. Ready to wear semi couture clothing in Bali currently still uses embroidery and application techniques without any touch of Balinese culture, the art of Kamasan puppet painting.

Total score for	12 answer SA (SS)	4 =	12 X 4 =	48
Total score for	58 answer A (S)	3 =	58 X 3 =	174
Total score for	12 answer DA (TS)	2 =	12 X 2 =	24
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
			<u>Amount</u>	<u>= 246</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS)	=	$12 / 82 \times 100 \%$	=	14,63
The number states Agree (S)	=	$58 / 82 \times 100 \%$	=	70,73
Number of states Disagree (TS)	=	$12 / 82 \times 100 \%$	=	14,63
Number of states Strongly Disagree (STS)	=	$0 / 82 \times 100 \%$	=	0,00

From the research results, 14.63% of respondents stated that they strongly agreed and 70.73% agreed that ready-to-wear semi-couture clothing in Bali currently still uses

embroidery techniques and applications without any touch of the Balinese culture of Kamasan puppet painting.

16. The interest in adult women's ready-to-wear semi-couture evening party clothing by stylizing the dragon character from the Kamasan puppet for adult women aged 35 years to 55 years which the researchers carried out has really attracted the interest of consumers of evening party clothing, especially using embroidery and hand techniques. painting, seen in the following design:



Figure 14. Design 5

Total score for	29 answer SA (SS)	4 =	29 X	4 =	116
Total score for	51 answer A (S)	3 =	51 X	3 =	153
Total score for	2 answer DA (TS)	2 =	2 X	2 =	4
Total score for	0 answer SDA (STS)	1 =	0 X	1 =	0 +
			Amount		= 273

Total ideal score (highest score) = 4 X 82 = 328 (SS)

Number of low scores = 1 X 0 = 0 (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = 29 / 82 x 100 % = 35,37

The number states Agree (S) = 51 / 82 x 100 % = 62,20

Number of states Disagree (TS) = 2 / 82 x 100 % = 2,44

Number of states Strongly Disagree (STS) = 0 / 82 x 100 % = 0,00

From the research results, 35.37% of respondents stated that they strongly agreed and 62.20% agreed that there was interest in adult women's ready-to-wear semi-couture evening party clothing featuring the dragon figure from the Kamasan puppet for adult women aged 35 years to 55 years. What the researchers did really attracted the interest of consumers in evening party clothing, especially using embroidery and hand painting techniques.

17. Consumer needs for evening party clothing, especially adult women aged 35 years to 55 years, which have a touch of Balinese culture combined with embroidery and hand painting techniques are very attractive to consumers.

Total score for	29 answer SA (SS)	4 =	29 X	4 =	116
Total score for	53 answer A (S)	3 =	53 X	3 =	159
Total score for	0 answer DA (TS)	2 =	0 X	2 =	0
Total score for	0 answer SDA (STS)	1 =	0 X	1 =	0 +

$$\text{Amount} = 275$$

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $29 / 82 \times 100 \% = 35,37$

The number states Agree (S) = $53 / 82 \times 100 \% = 64,63$

Number of states Disagree (TS) = $0 / 82 \times 100 \% = 0,00$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 35.37% of respondents stated that they strongly agreed and 64.63% agreed that consumer needs for evening party clothing, especially adult women aged 35 to 55 years, have a touch of Balinese culture combined with embroidery and hand painting techniques very attractive to consumers.

- 18.** The connection between Kamasan-Bali wayang culture and the development of Indonesian fashion is very much needed, for the continuity of Kamasan painting culture so that it is increasingly recognized as a classic Balinese painting art that can be innovated in fashion, especially in ready-to-wear semi-couture evening party clothing for mature women. 35 years old to 55 years old.

Total score for 32 answer SA (SS) $4 = 32 \times 4 = 128$

Total score for 49 answer A (S) $3 = 49 \times 3 = 147$

Total score for 1 answer DA (TS) $2 = 1 \times 2 = 2$

Total score for 0 answer SDA (STS) $1 = 0 \times 1 = 0 +$

$$\text{Amount} = 277$$

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $32 / 82 \times 100 \% = 39,02$

The number states Agree (S) = $49 / 82 \times 100 \% = 59,76$

Number of states Disagree (TS) = $1 / 82 \times 100 \% = 1,22$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 39.02% of respondents stated that they strongly agreed and 59.76% agreed that the connection between culture of puppet Kamasan - Bali and the development of Indonesian fashion is very necessary, for the continuity of Kamasan painting culture so that it is increasingly recognized as a classic Balinese painting art that can innovated in fashion, especially in ready-to-wear semi-couture evening party wear for adult women aged 35 years to 55 years.

- 19.** The combination of fashion and classical Kamasan Balinese painting is a form of innovation in ready to wear semi couture clothing for adult women aged 35 years to 55 years which will provide a form of classic modern innovation, because it also provides new opportunities for painting craftsmen Kamasan to recognize new innovations in fashion as a form of innovation in the art of Kamasan Bali painting, seen in the following designs:

Total score for 31 answer SA (SS) $4 = 31 \times 4 = 124$

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Total score for	51 answer A (S)	3 =	51 X 3 =	153
Total score for	0 answer DA (TS)	2 =	0 X 2 =	0
Total score for	0 answer SDA (STS)	1 =	0 X 1 =	0 +
			<u>Amount</u>	<u>= 277</u>

Total ideal score (highest score) = $4 \times 82 = 328$ (SS)

Number of low scores = $1 \times 0 = 0$ (STS)

If based on the respondent group, it can be seen that :

The number stated Strongly Agree (SS) = $31 / 82 \times 100 \% = 37,80$

The number states Agree (S) = $51 / 82 \times 100 \% = 62,20$

Number of states Disagree (TS) = $0 / 82 \times 100 \% = 0,00$

Number of states Strongly Disagree (STS) = $0 / 82 \times 100 \% = 0,00$

From the research results, 37.80% of respondents stated that they strongly agreed and 62.20% agreed that the combination of fashion and classical Kamasan Balinese painting is a form of innovation in semi-couture ready to wear clothing for adult women aged 35 years to 55 years. will provide a form of classic modern innovation, because it also provides new opportunities for Kamasan painting craftsmen to get to know new innovations in fashion as a form of innovation in Kamasan Bali painting.

CONCLUSION

This study concludes that the ready-to-wear semi-stylized concept for the Dragon Anantabhoga figure in Kamasan puppet paintings is suitable for adult women's evening party clothing, although it still requires cultural innovation from the Kamasan puppet painting art that stylizes the Dragon Anantabhoga figure. The research generated six ready-to-wear semi-couture evening party clothing designs for adult women, named "Reminiscence" to highlight the roots of local Balinese culture, specifically the Kamasan puppet dragon. These six designs were crafted using shimmer silk, Klungkung-Bali woven material, and tulle, with the Kamasan puppet design applied in different positions in each design. In the first group of designs, the Kamasan puppet dragon design is applied to the front position of the chest, circling to the back and returning to the front, while in the second group, the design is applied to woven cloth tucked into the waist resembling a Balinese dancer's fashion shawl. The dress design for all six designs is a dress, with the first group characterized as feminine and sexy, and the second group as feminine and elegant. Dress variations include an Obi.

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