The Seashell Processing as a Media to Improve Fashion Accessories Making Skills, Astapada Village, Cirebon

Faradina Nurfitri Hikmatunnisa¹, Mulyanto²*, Adam Wahida³

¹ Art Education, Graduate Programe, Sebelas Maret University, Surakarta, Indonesia
²,³ Lecturer of Art Education, Graduate Programe, Sebelas Maret University, Surakarta, Indonesia

¹ faradinanurfitri.h@gmail.com, ²* mulyanto@staff.uns.ac.id, ³ adanwahida18@gmail.com

Abstract: Processing of seashell in this case especially which applied in fashion accessories will increase economic, utilization, aesthetic value. The creative industry itself is a creativity-based activity that influences the economy and people's welfare. The existence of innovation and creativity that arises in this society makes the creative industry sector in an area has an important role in the development of the economy of some region. However, this innovation is limited to the level of individual creativity in utilizing and empowering seashell waste as the main commodity-producing fashion accessories. So that each individual in the community concerned needs to make innovations by increasing knowledge of new processing techniques

Keywords: crafts, innovation, creativity, accessories

Introduction

The development of the era is followed by the progress of science, technology, and art as a continuous part. According to the minister of industry based on Basic Chemical Industry (IKD), namely; fabric, plastic, glass, paper, metal, chemicals to control environmental pollution both natural and artificial, facilities have been developed to minimize these impacts such as; waste management, mastery of environmentally clean technology, and development of the recycling process.

If the environment in which humans live is damaged it will disrupt the course of life so that it can be life-threatening. The ocean is one of the living environments inhabited by vertebrate (cold-blooded) creatures that live in the ocean and breathe using gills. The ocean has two sources of environmental problems, namely those originating from humans, in the form of waste or waste originating from human-made and natural products derived from plant and animal scraps. In this case, natural wastes that are generally found near the beach because they are carried by the waves are shells and coral reefs.

The Seashell or Pleuronectes Amusium is one of the results of the natural wealth of marine life that is easily found, especially in the Indonesian waters. This type of conch shell is one of the most common marine wastes (W. Armando, Arif , et al. 2013)

Seashell has various types, namely: dara shells, green/kijeng shells, scallop shells, mussel shells, oyster shells. The shape of the type of shell is very different. The waste of conch shell is indeed less than the maximum in managing it so that its utilization can be made into various fashion accessories such as bags and shoes. The use of accessories especially for women has varied results, with the development and changing times the conditions of the materials used to make accessories also vary greatly.

According to Ricky Felani in the role of the Seashell Craft Industry in Supporting Family Economic Resilience, said that industrial growth is increasingly active, making employment and creative capacity in the country begin to rise and have a quite positive impact on economic development in Indonesia. The creative industry itself is a creativity-based activity that influences the economy and welfare of the community. The existence of innovation and
creativity that arises in this community makes the creative industry sector in an area have an important role in developing a regional economy.

The processing of seashells, in this case, is especially applied in fashion accessories crafts that will increase economic value, utilization value, aesthetic value. Researchers took the realm of research at the House of Seashells, Cirebon, Astapada Village because the processing of shells in the area was not limited to raw shells that were reprocessed into products, but there were a number of fusion processes so that new forms were created and could be processed in accordance by both request of the owners and the client and then the final forms that were appropriate with the concept.

Method

In this section, the method can be described in a few ways basically by the Astapada Village society by the community development, the worth in fashion accessories based on seashell, the main idea of how to process the raw seashell into the product, the value in the seashell product to the society. By the main idea, the waste of seashell making was recycling the waste seashells using the theories of Form Follow Function, Development Research, and fashion accessories based making which included by the seashell materials. To make some perfect final product for the ethics and valuable product shipping, the research needs to completed by the researcher. The waste product which is like the powder of waste seashell products and the waste of the not-good-shapes of seashell may be used by the researcher for the development of the product for fashion accessories using by the shapes and the paper making way.

Theoretical Basis

Seashell Waste

Waste is the remainder of a business or activity that contains hazardous or toxic materials which, due to their nature, concentration and amount, can directly or indirectly endanger the environment, health, the survival of humans and other living things (Mahida, 1984)

According to Abdurrahman (2006), based on the form of waste produced, waste is divided into 3 namely: Solid, liquid and gas waste.

Seashells are the outer covering or external skeleton of a mollusk to protect it from the environment and terrible predators. Shells or shells are removed by the mantle or pallium, some of which produce a layer of protein called conchiolin (protein hardened with calcium carbonate), while other cells secrete fluid into the mantle cavity between the conchiolin layer and animal tissue.

Seashells consist of three layers: an outer layer (periostacrum) made in organic material, a middle layer made of columnar calcite and an inner layer consisting of laminated or nacreous calcite (Sangeeta M. Sonak. 2017: 5) Marine Shells of Goa A Guide to Identification)

The scallop shell or Pleuronectes Amusium is one of the results of the natural wealth of marine life that is easily found, especially in the Indonesian waters. This type of conch shell is one of the most common marine wastes (W. Armando, Arif, et al. 2013)

Clamshell has various types, namely: virgin shells, green / kijeng shells, scallop shells, mussel shells, oyster shells. The shape of the type of shell is very different, especially for scallop shells that are round, flat, thin, and sparkling white, for that in making bridal accessories taken from the waste material of scallop shells
Fashion Accessories and Shells

According to the Indonesian Mode Dictionary, accessories are additional ornaments to enhance the appearance or create an impression of fashion and have a function, such as; bags, shoes, jewelry, scooters, ties and so on. While fashion accessories refer to clothing accessories

Craft

Jones (1972), gave an example of making craft works (craft), according to him the craft is an old heritage that is made manually and not the product of scientific thought such as the manufacture of goods in modern times. This method of making "craft" is called the "craft" method is a product that is produced through continuous change until the formation of a quality work and is recognized now

Type of Fashion Accessories

As a complement to fashion in the Indonesian Mode Dictionary, accessories also contribute to the emergence of trends on an ongoing basis by adding or placing accessories in different clothes, because accessories can change the overall appearance. Here are some types of fashion accessories:

1. Bags
2. Belt
3. Wedding Accessories
4. Capes
5. Cloaks
6. Cufflinks
7. Earmuffs
8. Paper Fan
9. Foulards
10. Gloves, Mittens
11. Hair Bows (Bandana)
12. Handbags
13. Hats
14. Jewelry
15. Leather Accessories
16. Pageant Sashes (contest sling)
17. Ponchos
18. Purses
19. Reflective Armbands
20. Shawls
21. Scarves
22. Sunglasses
23. Suspenders
24. Ties
25. Tiaras
26. Umbrellas
27. Wallets
One of the brands that popularized fashion accessories such as necklace bracelets and earrings made from conch shells is Tohum by Verda Alaton which is widely used by fashion influencers in the world. Like Chiara Ferragni, Yoyo Cao, Xenia Adont and Daniella Bernstein of @Wororisely wearing this designer necklace. While fashion influencers in the country who were seen also taking part in the work of Tohum by Verda Ferragni were Ayla Dimitri, Elxi Elvina, and Olivia Lazuardy.

According to Teguh Adi Prabowo, mentor of the Surabaya Young Fighters cluster handicraft training, "Creativity is needed in producing the handicraft products. Then, to be able to produce high imagination, besides practicing a lot, we also have to often look for references..

Community/Society Development

According to Fahrudin (2012: 96-97), community empowerment is an effort to enable and make people independent by:

- Enabling: creates an atmosphere/climate that enables the potential of developing communities. Empowerment is an effort to build that power by encouraging (encouraging), motivating and raising awareness (awareness) of its potential and develop it.

- Empowering: increase capacity by strengthening the potential/power of the community. This reinforcement includes concrete steps such as providing various inputs and opening access to various opportunities that can make the community more empowered.

- Protecting: protecting interests by developing a protection system for the community that is the subject of development. Protecting in this case is seen as an effort to prevent unequal competition and strong exploitation of the weak.
The process of utilizing conch shells as one of the economic resources is inseparable from its supporting communities, namely the communities around certain areas that utilize, process and make fashionable craft accessories from conch shell waste.

According to Asri Sawiji and Rizqi Abdi Perdanawati in Marine Journal Volume 3 no.1, December 2017, regarding 10 Mapping Utilization of Shellfish Waste with Asset-Based Community Approach (Case Study: Nambangan Cumpat Village, Surabaya), community empowerment is a form of community independence in active participation in the learning process achieved to improve the family's standard of living and optimize the resources they have. (Sumodiningrat, 2000)

**Values and Functions**

*Aesthetic Value*

According to Alexander Baumgarten; 1735, the word aesthetic is understood as the perception of the human senses when capturing an object's beauty and still in its imagination and imagination. Aesthetics comes from aesthetic English, the epithymology is aesthettikos (Greek) which means something that is absorbed by the human senses (sight, touch, taste, hearing, and feeling) which is used to sense senses and understand objects.

Aesthetics can be viewed from various aspects, but to understand the aesthetic values used in artworks there is a value that aesthetics consists of:

- **Absolutism:** namely sound standardization/recognition of beauty. Judgment with this doctrine is non-negotiable, meaning: a work that does not meet the requirements will have no value.
- **Anarchy:** the assessment is based on each individual purely, subjectively and does not need to be responsible.
- **Relativism:** the criteria or standardization of aesthetic values that are not absolute (absolute), but still objective in thought because the work comes from the desires and motivations of eternal humans

*Form Follow Function*

The theory initiated by Louis Henry Sullivan (1896), an American architect known as the Father of Modernism, "It is pervading law of all organic and inorganic things Of all physical and metaphysical things, Of all human things and all super-human things Of all true manifestations of the head, Of the heart, of the soul, That the life is recognizable in its expression That form ever follows function. This is the law "in Adrian B.Popa (2009: 2)

This theory was present because economic, social and other factors at the end of the 19th century made Sullivan's thinking at the time of building the Skyscraper in Chicago, namely by changing the old architectural style to an architectural style that follows the principles of the form precedent form to the form follow function. The design has great attention to the function of space, which is obtained from the pattern of occupant activities, has great attention to building materials used to get the desired result (aesthetics) based on function. There are four building characteristics in the follow function form, namely:

- The space designed must be following its function.
- The structure is honest and does not need to be wrapped in the past (without ornamentation)
- Buildings do not have to consist of head, body, legs
Conclusion

Based on research information sources, several sources can be used as references for the author in completing this paper, namely:

1. Pristiwi, Endang. Processing of Shells for Crafts Raw Materials.
2. Center for Crafts and Batik. Yogyakarta

The ocean has two sources of environmental problems, namely those originating from humans, in the form of waste or waste originating from man-made and natural products derived from plant and animal scraps. In this case, natural wastes that are generally found on the beach because they are carried by the waves are shells and coral reefs.

The process of utilizing conch shells as one of the economic resources is inseparable from its supporting communities, namely the communities around certain areas that utilize, process and make fashionable craft accessories from conch shell waste.

Acknowledgments

During the research process, the researcher is assisted by parties related to all research processes since it brings the successes of the research. For that reason, researchers say thank you to the State University of Surakarta, the 1st Lead Lecturer of Researchers Mulyanto, the 2nd Lead Lecturer of Researcher Adam Wahida, the owner of House of Seashell on Astapada Village, Cirebon, Astapada Village society, the craftsmen on the House of Shell and Friends of Fine Art Educations Programme which provided the technical help. Since the products bring the locals to the global market, the other social needs to follow the way how to preserving the environment with ideas, concepts, raw, and good material until finished, the collaboration and teamwork play between the workers, the client and the owners so that the products can be sold to the international shipping. House of Seashell on Astapada Village always try to expand the other country with new and fresh concept construct to export, that is why the products being loved and can be accepted by the global market.

References

Burke, Peter. (2011). Sejarah dan Teori Sosial Edisi ke-2. Jakarta: Buku OBOR.

Dascher, Kristof. (2016, January 12th). Function Follows Form. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2614911

Hidayat, Mochamad Junaidi. (2009). Sea Shell Craft Influence To Creative Economy Of Surabaya ‘Sparkling’ City Study Of Sea-Shell Industry At Kenjeran – Surabaya. International Seminar (Proceeding). 1 May

Hidayat, Mochamad Junaidi. (2008). Jurnal Ilmu Desain: Pemanfaatan Cangkang Kerang Hijau Untuk Pengembangan Produk. Volume 3 no. 2.

Hiebert, Helen. (2013). Playing with Paper_Illuminating, Engineering, and Reimagining Paper Art. Quarry Books: Beverly, MA 09915 (106-108)

Sonak, Sangeeta M. (2017),. Marine Shells of Goa A Guide to Identification. Panaji, India: Springer International Publishing.

Kerang Dengan Pendekatan Masyarakat Berbasis Aset (Studi Kasus: Desa Nambangan Cumpat, Surabaya). Marine Journal Volume 3 no.1, Desember

Lidsky, Arthur J. (2002). Form Follow Function? Innovations in Education Demand Flexible Building Design. New England Board Of Higher Education Connection Summer, 13-15
Pendergast, Sara., Tom Pendergast. 2004. *Fashion, Costume and Culture: Clothing, Headwear, Body Decorations, and Footwear through the Ages, Volume 4: Modern World Part I 1900-1945*. United States of America Farmington Hills: The Gale Group, Inc 37-46

Perry, Anna., Laura Malinin, Eulanda Sanders, et al. (2017). Explore consumer needs and design purposes of smart clothing from designers’ perspectives. *Tandfonline: International Journal of Fashion Design, Technology and Education Volume 10, - Issue 3: Sustainable Fashion Technology and Management*. Published: 01 Feb 2017 Pages 372-380

Popa, Adrian B. (2009). Form Follows Function: A Backward Design To Develop Leadership Ethics Curriculum. *Journal of Leadership Education Volume 8, Issue 1, 59-66*

Pristiwi, Endang. *Pengolahan Kulit Kerang untuk Bahan Baku Kerajinan. Balai Besar Kerajinan dan Batik*. Yogyakarta

Rosen, Marc A. (2019). Do Universities Contribute to Sustainable Development?. *Modestum: European Journal of Sustainable Development Research*. e-ISSN: 2542-4742, 1-8