The public perception of the Bali cattle-Lontara motif cloth product as local wisdom in South Sulawesi

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Abstract. Batik is one of the characteristics of the Indonesian people whose development is quite rapid today. One area in Indonesia that has batik with its uniqueness is South Sulawesi province, namely silk batik. Silk is a typical fabric of the region which in recent years developed with a motive that uses the Lontara script. Lontara script is a traditional script of the Bugis community and is used as a local language in several areas. The use of Lontara script on silk cloth is unique in the fashion world. On the one hand, there are quite a lot of local cattle such as Bali cattle that allow it to be visualized on silk cloth. The purpose of this study is to promote the Lontara script and Bali cattle which are local wisdom in South Sulawesi province. This study was a descriptive research. Before the production process, a design that combines Bali cattle motive and Lontara script was designed using the Adobe Photoshop CC-19 software application. Methods or stages of production included the process of making batik using wooden stamps made by the animal motif design and the Lontara script about Bali cattle. This wooden stamp was dipped in the wax that has been heated and affixed to the base material of white cloth. After the entire fabric was stamped, then coloring was given to the fabric's basic ingredients according to people needs and tastes. After it was dried under the sun, then it was soaked and cooked and dried again by stretching, so that the drying process can be better. Batik products made from a blend of motive from cattle with the Lontara script, the Bugis language, were expected to be a medium to promote the cultural richness of South Sulawesi province. The sustainability of this product has potential because the public gives a good assessment of the product.

1. Introduction
Batik is one of the icons of the Indonesian nation that was created long ago by our ancestors by adjusting the culture in each region. Batik is no longer a matter of traditional products in a narrow sense, but batik is also creating opportunities for the development of ideas, values, identities, practices, direction of social change, science and technology, and new media [1]. The development of batik in Indonesia is not only on the island of Java, according to the survey results, in 2009 the batik industry expanded throughout...
Indonesia. The development of batik motive throughout Indonesia has made each region bring out its regional characteristics to become batik motive. The hallmark of the national identity of batik lies in the uniqueness of its motive, which range from the complex to the most beautiful ones. The uniqueness of these motive is influenced by nature, the environment, community traditions, regional culture, religion, and social strata of society [2]. Batik that is inspired by the characteristics of a region certainly has a unique identity in terms of batik itself, so that it can remind someone of the area. This has resulted in new motives that are increasingly diverse and interesting. Several regions in Indonesia are still exploring the potential for regional batik motive [3]. One area that is still in the stage of exploring the potential for creating batik motif designs that symbolize its regional characteristics is in Soppeng regency, South Sulawesi province, Indonesia.

Batik Bugis-Makassar is a batik developed in South Sulawesi province. So far the community has named it Lontara batik to refer to the typical Bugis-Makassar batik, because it uses the Lontara script motive. The script or the Lontara letter itself is a traditional script for the Bugis-Makassar people [4-5]. The use of the Lontara letter makes the motive very unique and beautiful. This motive is also considered to represent the four ethnic groups in South Sulawesi province, such as the Bugis, Makassar, Toraja, and Mandar, who all use the script. So far, two distinctive motives have been circulating and marketed, namely the Lontara motif (the traditional script of the Bugis-Makassar people) and traditional art tools. The motif of the Lontara script is still difficult to modify because the Lontara script has rules and provisions in its writing. Changes in the basic form of the Lontara script can lead to other meanings and obscure the original meaning. The batik motives that exist so far are those that process the visual Lontara script, so it is necessary to develop designs, especially in terms of visuals, such as thinking about the visual effects created by repetition techniques as well as processing visuals from cultural and natural diversity. So far there has been no Lontara batik design that is combined with a motif of local livestock such as Bali cattle. The distribution of Bali cattle in South Sulawesi province is quite large and most people in rural areas raise Bali cattle. This is the background of this study. The objective of this research was to promote local Balinese cattle and Lontara characters as local wisdom in South Sulawesi. It can increase the diversity of silk motive as one of the characteristics of fabrics in South Sulawesi. In addition, to analyze the public perception of the cloth with the Bali-Lontara Cow motif as local wisdom in South Sulawesi.

2. Materials and method
This study was started from April to October 2020. It was conducted at the ETHA production house, Soppeng Regency. This place was chosen as a partner and research location because the managers already had experience in the production of silk fabrics in Soppeng Regency. Apart from that, it has contributed to introducing and advancing the local wealth possessed by South Sulawesi province, namely silk cloth with various modifications. Several exhibitions and visits have been carried out by the owner of the production house on a local, national, and international scale.

This study was a descriptive study [6], which described a study result that was not used to make broader conclusions. At the beginning of the activity, the socialization was carried out and then discussed and determined the design of the product to be produced, namely the combination of the Lontara script motive and the livestock motive, in this case, the Bali cattle. Several meetings were held to produce an approved design. Consideration of the emotive aspects of Bali cattle to introduce Bali cattle as local livestock in South Sulawesi, combined with the Lontara script. Technical aspects of production, aesthetics, and feasibility were also considered in this study. This collaboration was carried out as a whole, starting from the input, process, and output, in the form of providing raw materials, the batik making process to the packaging stage. Direct observation or observation was carried out in Soppeng Regency to ensure the
availability of raw materials and the feasibility of technical aspects. Also, to see the location of the batik process that will be carried out during the production process.

To find out people's perceptions of this product, a questionnaire in the form of a google form was distributed to the public, both those who have seen the product or have never seen the product. Especially for people who have never seen the product, a photo of the product is attached to the questionnaire so that they can provide responses to some related questions. Some of the people's perceptions analyzed are:

1. The uniqueness of the product, including: a combination of motives, there is no similar motif
2. Aesthetics, including: fabric color, color combination, livestock motif combination with the Lontara language.
3. The content of local wisdom: the accuracy of the selection of Balinese cattle, the use of Lontara language
4. Perception of price: affordable, competitive price, according to product quality.
5. Local livestock promotion media and Lontara language, including: can be a media for local livestock promotion in South Sulaswei, can be a promotional medium for Lontara language.

The answer choices use a Likert scale, namely:
- Strongly agree = 5
- Agree = 4
- Neutral = 3
- Disagree = 2
- Strongly disagree = 1

Furthermore, the collected data were analyzed descriptively.

3. Results and discussion

3.1. Design a combination of Balinese cattle motive with Lontara language

The design was made by combining Bali cow motive with the Lontara language. The motive for the livestock consisted of a female and male parent and a calf whose theme was eating grass. Then combined with the Lontara language which described the position and activities of cattle farming in rural areas. The design was made by using the Adobe Photoshop CC-19 software application. This design has undergone several changes taking into account the aesthetics and proportions.
3.2. Production process

Details of the production process can be seen in figure 2.

3.2.1. Procurement of raw materials. The raw material used was plain white viscous Dolby silk cloth as the base for the fabric used to produce a blend of Lontara script and cow cattle motive. The process of selecting raw materials was not only from considering the type of fabric but the suitability of the color to be used. The printing tools used were adapted to Bali cattle motive and Lontara language which contain meanings related to cow activity as shown in Figure 3. The Bali cattle motive was adapted to the inherent characteristics of Bali cattle, namely white color on the back of the thigh, the edge of the upper lip, and on the thigh. Lower legs from tarsus and carpus to the upper edge of the nails, black tail feathers, white inner ear fur, a clear black line on the upper back. In males, the ideal horn shape was the path of growth of the horns first from the base a little out then bends upwards, then at the ends bends a little out. In females, the ideal horn shape was the path of one-line horn growth with the forehead slightly curved downward and at the tip slightly downward and inward, this horn is black [7]. This production process used wax that has been melted through a heating process.

Figure 1. Beef cattle motif fabric and lontara script
3.2.2. Batik Process. Beginning with printing using a wax that has been melted/heated and then printed on the base cloth. This batik used a printing tool that has been made in advance by the motif that will be visualized onto the base cloth.

3.2.3. Coloring process. The coloring was done by the agreed color, namely using dark blue and light blue onto the batik cloth. This color was chosen because it contrasts with the color of Bali cows, which were brownish-yellow for the color of the female mother cow and blackish-brown for the bulls. After dyeing it, it was then dried so that the color and the wax blend and soak into the fabric.

Figure 2. The process of making batik cloth with batik design lontara combined with cattle motive.
Figure 3. Batik design printing tool

Figure 4. Prints on basic cloth
Figure 5. The process of coloring

Figure 6. Drying process before cooking
3.2.4. *Batik wax removal process.* Done by cooking and soaking. Usually, after this heating process, the color will change slightly.

3.2.5. *Drying process.* After that, the last step was drying the cloth by spreading it out.

3.2.5.1. *Fabric products.* After going through the production process, the resulting fabric product display can be seen in figures 7 and 8.

![Figure 7. The resulting fabric was dark blue](image)

The progress of the production process was monitored, therefore to find out and evaluate the products produced, the first stage of this study used two color samples. The combination and aesthetics of the resulting fabrics will determine the continuity of the next production.

There were two fabric products produced in this study, namely the Lontara script batik motive- cow cattle motive in dark blue and light blue, every 50 meters with a fabric width of 110 cm. Furthermore, these fabrics were cut to a length of 2.5 meters each. This fabric product was then packaged using Besse, which was a packaging made from bamboo crafts in a square box shape. The purpose of this packaging was to make this fabric product more durable, easy to market, and attractive. Also, this can be an effort to conserve and sustainably utilize germplasm [8] by visualizing Bali cattle on cloth which can be used as a promotion of local wisdom in South Sulawesi province. In the end, this product enriched the diversity of silk batik motive in South Sulawesi province.
3.3. Public perception of the Lontara Batik product, a combination of livestock motifs and Lontara language

One of the steps for the sustainability of this fabric production is to look at the public perception of the results obtained. A total of 55 people have responded to the questionnaire that was distributed. The responses given by the community are as in Table 1.
Table 1. Public Perceptions of Batik Products Combined with Sapid Livestock Motifs and Lontara Language

| Rating Description | Community Response |
|--------------------|---------------------|
|                    | SA F % | A F % | N F % | D F % | TD F % |
| **Product Uniqueness** |         |       |       |       |        |
| a. Unique combination of motives | 35 63.63 | 12 21.82 | 8 14.55 | 0 0 | 0 0 |
| b. There is no similar motive yet | 36 65.46 | 10 18.18 | 9 16.36 | 0 0 | 0 0 |
| **Aesthetics** |         |       |       |       |        |
| a. Fabric color | 30 54.54 | 11 20.00 | 11 20.00 | 3 5.46 | 0 0 |
| b. Color combinations | 25 45.46 | 14 25.45 | 9 16.36 | 7 12.73 | 0 0 |
| c. Combination of motives | 32 58.18 | 10 18.18 | 10 18.18 | 3 5.46 | 0 0 |
| **The content of local wisdom** |         |       |       |       |        |
| a. The accuracy of the selection of livestock | 40 72.73 | 11 20.00 | 4 7.27 | 0 0 | 0 0 |
| b. The use of Lontara language | 40 72.73 | 10 18.18 | 5 9.09 | 0 0 | 0 0 |
| **Perception of prices** |         |       |       |       |        |
| a. Affordability, | 28 50.91 | 15 27.27 | 4 7.27 | 8 14.55 | 0 0 |
| b. The price is competitive, | 25 45.46 | 14 25.45 | 6 10.91 | 10 18.18 | 0 0 |
| c. According to product quality. | 37 67.27 | 10 18.18 | 5 9.09 | 3 5.46 | 0 0 |
| **Local livestock promotion media and Lontara language** |         |       |       |       |        |
| a. Can be a media for promoting local livestock in South Sulawesi | 41 74.54 | 12 21.82 | 2 3.64 | 0 0 | 0 0 |
| b. Can be a media for promotion of the Lontara language | 39 70.91 | 13 23.63 | 3 5.46 | 0 0 | 0 0 |

Source: Data primer, 2020.
SA = strongly agree, A = agree, N = neutral, D = disagree, TD = totally disagree

Based on table 1 that the community gives a good assessment of the combination of cow cattle motif batik products with Lontara language. In terms of the uniqueness of their products, most of them strongly agree with 63.63% of the uniqueness of the combination of motives and 65.46% think that there is no similar motive on the market. The assessment of the aesthetic aspect was very good because most of them answered that they strongly agreed with the product from the color of the fabric, the color combination produced on the cloth and the combination of motifs chosen, namely the combination of Balinese cattle and Lontara language. The public's perception of these cloth products has a very good content of local wisdom, namely each of them gave an assessment of 72.73% for the accuracy of selecting their livestock and the use of Lontara. This is because Bali cattle are one of the local livestock in South Sulawesi. Likewise, the use of Lontara, which is a local language in several areas in South Sulawesi, and several silk motifs on the market use this language. The public's perception of these products can be a promotional media also received very good ratings, namely 74.54% each for the media to promote Balinese cattle as local livestock as well as to promote the uniqueness of Lontara language as local wisdom of the people of...
South Sulawesi with a value of 70.91%. This shows that the public's perception of batik products with a combination of Balinese cow motifs and Lontara language can accept these products.

4. Conclusion
Fabric products that have Bali cattle motive and the Lontara language were unique and interesting. It was hoped that this product enriched the silk fabric motives became a promotion medium for local livestock, namely Bali cattle and the Lontara language which was local wisdom in South Sulawesi province. The general public perception can accept these products, this is a strength in the sustainability of fabric products that will be made in the future.

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