

Design of Tie Motifs as Accessories and Institutional Identity (Case Study at Samarinda State Polytechnic)

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Abstract— Educational institutions have different marketing methods in introducing their institutions. One way is to display the institution's logo as an identity on certain media so that it is easily seen and recognized by the public. In order to increase the sense of pride and socialize the existence of these higher education institutions, it is necessary to do a different marketing technique, one way that is creative and rarely encountered is through the design of a tie using a logo as a motif and accentuation. The problem of this research is how to design a tie motif design that shows the identity of higher education institutions for those who use it. To help with this, a case study was appointed at a higher education institution, namely the Samarinda State Polytechnic. The purpose of this study was to design a tie according to the character of the educational institution, namely the Samarinda State Polytechnic by displaying the institution's logo as an accent on the tie. The method used is the product development method of the Nigel Cross model. The contribution of this research is to provide a solution to introduce higher education institutions through the design of a tie in a creative way through the use of a logo with a combination of motifs to make it more attractive. The result of this research is the official tie product using the Samarinda State Polytechnic logo.

Keywords— Design, Motif, Tie, Institution.

I. INTRODUCTION

Ties have a long history since ancient times. Ties in the past were used to show characteristics of certain community groups and could even become the identity of people with high strata. In ancient Egypt, the pharaohs wore accessories that wrapped around their necks. Some troops in the past also wore a cloth in the form of a scarf around their neck to indicate the type of troop or rank status in their military. Another function of a tie is to warm the body temperature, and a decorative function in the form of scarves, neck coverings and other forms that are now developing into various shapes and sizes and interesting motifs. Along with the development of the era, the tie not only serves as a complement or clothing accessory, but also as a decorative function, symbol and identity.

Ties as an identity can be presented from the design of shapes, colors and motifs that are tailored to a person's personality, group, and institution or company organization. Educational institutions, especially higher education, have different marketing techniques in introducing their organizations. One way is to display the logo of the educational institution on certain media so that it is easily seen and recognized by the public. The identity of an organization such as an educational institution can be used as one of the

main reflections of the goals of an organization which is visualized in the logo.

Logo is a real thing as a reflection of things that are non-visual of an institution. In order to increase the sense of pride and socialize the existence of these higher education institutions, it is necessary to do a different marketing technique, one of the innovative ways is through the design of a tie using a logo as a motif and accentuation. By designing an appropriate and innovative design, it will produce an aesthetically pleasing tie product when used in a formal way for those who wear it. The problem of this research is how to design a tie motif design that shows the identity of higher education institutions for those who use it. To help with this, a case study was appointed at a higher education institution, namely the Samarinda State Polytechnic.

The clothes that people wear contain latent fashion concepts of style, season, event, and environment. One of the clothing accessories is a tie [1]. Tie can be called as a fashion accessory. Fashion accessories are items that are used to contribute, as a secondary, to the wearer's clothing, often used to complement the outfit and chosen to specifically complement the wearer's look [2]. To form a motif on media such as cloth can be done in several ways, one of which is the embroidery technique. The form of motif designs on cloth media can be obtained from several images that exist in nature and the surrounding environment [3]. These motifs such as naturalist and geometric shapes from embroidery motif designs are widely applied to fabric media [4]. The development of motifs that are currently developing can be done by trying to create some more innovative motifs. In addition, new motifs can also be developed with related aspects of the current structure and style [5,6].

Several motifs can also be developed from city icons and city cultural icons. Cultural icons are one way of developing motifs. as a marketing technique and introduce a much more creative city [7,8]. The development of fashion products as accessories can develop into new techniques in introducing marketing [9,10]. These fashion products have shifted as an identity in certain areas such as cities. By looking at the development of pre-existing motifs and their application to several media such as cloth, it is very possible for ties as a fashion product to be developed based on the organization's icon, namely the company logo. The logo which is an important element of positioning and identity consists of a combination of brand name and brand colors that are distinctive and in accordance with the symbol, namely the visual symbol of the brand [11].

The purpose of this study was to design a tie according to the character of the educational institution, namely the Samarinda State Polytechnic by displaying the institution's logo as an accent on the tie. The method used is the product development method of the Nigel Cross model. It is hoped that this research will contribute to science explaining that introducing educational institutions can be done in a more innovative way through the design of a tie design by displaying the institution's logo as an accent.

II. METHOD

In developing a product, it can be done through several existing product development methods [12]. One of the methods in product design and development is the concept model from Nigel Cross [13]. The stages of this model which are the simplest stages can be explained in general terms as follows:

- *Exploration*

This process is the beginning of the development of a product. This exploration process is carried out through techniques such as interviews, questionnaires and brainstorming.

- *Generation*

The generation stage in this research is to design by forming several alternatives of tie motifs with the help of graphic design software. This stage will eventually bring up various alternative images of the tie logo motif design.

- *Evaluation and Communication*

This stage is the final result of the development process of the tie motif design. This final result is the final result of the tie design application that has been carried out in the previous stage.

III. RESULT AND DISCUSSION

In the research related to the tie design of educational institutions, a real case study is needed so that this research can contribute to science. Based on data searches, not many higher education institutions in Indonesia have ties by highlighting their logo or institutional attributes with the addition of designs that have accentuations. The case study taken in this research is the Samarinda State Polytechnic educational institution. Samarinda State Polytechnic has had a new logo in 2013 and was socialized in 2016.

This new logo change will have an impact on the need to socialize the institution's logo as an attraction for the public to get to know this campus better which will eventually attract the interest of prospective new students. One way is to design a tie that has a unique and aesthetic design through the use of the new logo. Furthermore, in applying the design of the tie motif, the steps in the Nigel Cross model are carried out through four stages, namely:

- *Exploration*

At this stage the exploration process is carried out by brainstorming between the management of the Samarinda

State Polytechnic as the decision maker and the Design Department as the tie designer with the motive to be proposed. From the results of the brainstorming, it was found that the design of the Samarinda State Polytechnic should highlight its new logo and have additional designs from the characteristics of the province of East Kalimantan as the location of this campus. This additional design was agreed to be in the form of plant vines that are often found in forests in the province of East Kalimantan. This tie design is designed to be used in formal events both on and off campus.

- *Generation*

The generation stage in this research is to design by forming several alternatives of tie motifs with the help of graphic design software. This stage will eventually bring up various alternative images of the tie logo motif design. Tie motifs designed in general. Some alternatives that appear must include the logo of the Samarinda State Polytechnic as shown in fig 1 and the tendrils of plants such as ferns and ferns that live on the earth of East Kalimantan as shown in fig 2.

The logo of the Samarinda State Polytechnic uses a combination of mark (image mark) and mark (word mark), the green color used in the logo is a green color that is graded from bright green to darker green. This color illustrates the high spirit in achieving the goals of the Samarinda State Polytechnic to constantly be better.



Fig. 1. Samarinda State Polytechnic Logo



Fig. 2. Examples of plants that have the shape of tendrils in East Kalimantan

The end of this stage is the alternative development of the selected Samarinda State Polytechnic tie motif image as shown in Fig 3.



Fig. 3. The alternative development of tie motif image



Fig. 5. Prototype of Tie Products (perspective view)

• **Evaluation and Communication**

This stage is the final result of the development process of the tie motif design. Where the design of the tie has been developed, the printing process on the fabric and sewing will be carried out as a prototype. As a result of this activity, the management of the Samarinda State Polytechnic wanted an alternative design from the previous step to make a prototype. The results of this activity can be seen in Fig 4. and fig 5 :



Fig. 4. Prototype of Tie Products (front view)

The last stage of this research is to detail the concept of the tie design. Where the tie that is designed is made according to the standard size of a formal tie for men. One of the results is the application of a new tie design to be worn by academics starting from management at the Samarinda State Polytechnic. The communication stage is the final stage of tie design activities at the Samarinda State Polytechnic.

IV. CONCLUSION

In order to increase pride and socialize the existence of higher education institutions, it is necessary to do a different marketing technique, one way that is innovative and rarely encountered is through the design of a tie using a logo as a motif and accentuation. The results of this study are expected to contribute to science explaining that introducing educational institutions can be done in a more innovative way through the design of a tie design by displaying the institution's logo as an accent.

ACKNOWLEDGMENT

Acknowledgments to research institutions and community service at the Samarinda State Polytechnic for the support provided, also to the Management of the Samarinda State Polytechnic and the Design Department for their assistance in assisting the process of developing this tie motif design so that research can be carried out properly.

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