

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter explains about the theories that are related to the problems that will be discussed. It discusses of Palembang songket, motif of songket weaving, cultural values, equipment and materials of songket, technique for keeping songket, the patterns and motifs, definition of strategy, strategy to development and the development of songket.

#### **2.1 Palembang Songket**

Songket is a luxury textiles made from gold thread and woven into a beautiful cloth. Gold thread was found buried in the ruins of Sriwijaya in Sumatra, along with rough rubies and pieces of gold plate, there is no corroborating evidence that local weavers used gold thread as early as the 600s to early 700s CE. Songket probably developed in later period somewhere in Sumatra. Much documentation is sketchy about the origins of the songket but it is most likely that songket weaving was brought to Peninsular Malaysia through intermarriages between royal families. This was a common occurrence in the 15<sup>th</sup> century for sealing strategic alliances. Production was located in politically significant kingdoms because of the high cost of materials; the gold thread used was originally wound with real gold leaf. Songket as king's dress was also mentioned by Abdullah bin Abdul Kadir writings in 1849.

In Indonesian tradition, songket is associated with Sriwijaya, a wealthy 7th to 13th century maritime trading empire based on Sumatra, due to the fact that Palembang is the famous songket producer in Indonesia.

#### **2.2 Types of songket weaving**

Local genius can be saved as a predicate for songket weaving tradition. Wealth is a songket design enrich the area, which is very likely not be found in other areas though the weaving same technique. Strung decorative sheets and

adorned in such a subtle songket. It still added many types (corresponding naming), so there are many variations are created. Simply put, naming songket types can be divided into two parts: first, the types is named after the distribution and sequence types that are formed by gold thread. Naming this types is done by looking at how the gold thread forming motifs strung and scattered songket. Second, naming the central flower motif or motifs based core. Both basic naming is also interlinked to name songket. Based on the distribution and range of gold thread types of songket are divided into three main of types, Lepus, berante, and tawur. (Syarofie, 2007, p.66).

Types of songket was also having plants (flowers and tendrils) and geometric. It has a symbolic meaning, such as bamboo shoots motifs which means the source of life or well-being (Hanafi, 2006, p.122).

### **2.2.1 Cultural Values**

Weaving Songket Palembang, if examined carefully, it contains the values which in turn can be used as a reference in everyday life for the people of supporters. Those values, among others : the sanctity, beauty (art), persistence, thoroughness, and patience. Sacred values reflected in their use generally only wear it at the events or activities that are related to the ceremony, such as marriage, the ceremony to pick up guests and so forth. Values reflected the beauty of the decoration motifs are made in such a way, that emits beauty. Meanwhile, the value of persistence, thoroughness, and patience is reflected from the manufacturing process that requires persistence, diligence, and patience. Without these values may not be songket weaving beautiful and full of meaning.

### **2.3 Equipment and Materials of Songket**

Basically, there are two categories of songket weaving equipment: the main equipment, and the supporting equipment. Both of them are made of wood and bamboo. The main equipment is the weaving equipment itself which is called "dayan". The set of equipment is 2 x 1,5 meters sized and consist of

gulungan/boom (a tool to wind the main weaving thread), penyingcing (a tool to stretch and get the weaving thread), beliro (a tool to make the motif), cahcah(a tool to insert another thread to the main thread), and gun (a tool to pick up the thread). While the supporting equipment are used to arrange the thread position when it is being weaved are peleting, gala, belero ragam, and teropong palet. They are put at the right side of the weaver so that the weaver can easily reach them.

The raw material of songket is a weaving thread that is called lusi or lungsin. It is made of cotton, tree bark, banana fiber, pineapple fiber, and palm leaf. While the decoration, is made of silk thread and gold thread. The silk thread comes from taiwan and china, while the gold thread comes from india, japan, thailand, germany, and france. Beside the thread, a weaver needs paints to color the thread. Those paints are imported from germany and england.

Lungsin thread is made by using a ballast that is twisted by a finger. The ballast is shaped like a top (a child's toy that spins around on its point when it is twisted) and made of wood or terakota. Another way that can be found in another part of Indonesia (Sumatra, Java, Bali, Lombok) is by using antih(a tool consist big wheel and the hook to wind the wheel). While to get certain colors, the threads are soaked into soap for about 14 minutes to loosen its oil substance. After that the threads are soaked into colored liquid (the color is as it is desired) and dried. Once the threads are dry, they are rolled(dikelos). The next step is preparing the thread for weaving according to the kind or shape of songket (penganian). But nowadays only few people do that. Most of them buy the threads from factories in Indonesia, or import them from India, China, Japan, or Thailand.

#### **2.1.4 Technique for keeping songket**

There are four techniques for keeping songket, namely

##### **a. Storage**

Songket must be properly stored to protect the fabric from the many factors that could cause its degradation. The storage options depend on the size of the songket and storage space availability. Routine inspection should be carried

out to make sure it is free from dirt and pest. Ideally, storage area must be clean, dark and dry, with ample of breathing space.

#### **b. Rolled Storage**

For long term keeping, Songket sarongs, is best rolled using a tube with acid-free tissue lining in between. Make sure the tube is longer than the fabric to avoid each textile ends to come in contact. To roll a Songket, place the piece on a flat, clean surface. Smooth out any bulges or creases. Place the tube parallel to the warp threads. Interleaved each layer with acid free paper or washed cotton cloth. Roll gently with the right side inward. When rolling Songket with fringes, cut acid free paper wide enough and fold in half over the fringes. Keep the rolled Songket in a pre-washed muslin pouch. Avoid rolling too tight as creases would form. Label the Songket with details such as its brief description, the year it was woven and the master weaver whom created it.

#### **c. Flat Storage**

Storing a Songket piece flat on top of each other may not be suitable for Songket sarong due to its size. Table runners, placemats and could be stacked and kept in a box lined with acid-free paper. Other flat storage system include drawers and custom shelves. It is important to make sure the storage unit surface does not adversely affect the Songket textile. Always line the storage surfaces with pre-washed muslin or acid-free paper.

#### **d. Folding & Hang**

Avoid folding Songket for too long. The gold thread may break and causes the Songket to have permanent folding effect. Songket costume could be hanged if it is not too heavy. Avoid using iron hangers as it could get rusty and stain the textile. Wooded broad padded hanger helps minimize fiber damage. Finally cover the garment with pre-washed muslin bag and hang where there is enough breathing space.

### 2.1.5 The patterns and motifs

The complexion and motives explain the unique features of the Malays and the true identity. Reflects both the cultural flavor of the bloom around the nation rich with beauty and uniqueness. Between shades are used :

- Full flower arrangement
- The composition of flowers studded
- Composition of patterned

Motifs used are as:

- Motif Plants
- Animal Motifs
- Natural Motif / Objects

Palembang songket not experience any increase in terms of motifs , colors and emblem of the songket motifs.

Songket motifs on anyone using gold thread motifs full and empty in the middle, but his motive is given on the edge of the fabric ( tumpal or head cloth ). One type of songket in it could be two or three songket motifs, resulting in a blend of beautiful pictures. Gold thread used in songket vary widely, the original songket ( made in ancient times ) using gold thread seal heart made of pure gold fourteen carat also known as the number one golden thread that are not being produced anymore. Gold thread with the quality of the two numbers is the golden thread that bangko characteristics somewhat silvery color and pearly beaded , gold thread and then number three is the golden thread that sartubi whitish color and finer the thread structure, while the quality of the gold thread with the number four is mamilon the characteristics of gold thread golden brown and slightly coarse thread. Gold thread with mediocre quality jelly is the golden thread that thread a bit rough and easily broken.

## **2.2 Definition of Strategy**

Strategy is the art of combining and integrating the key success factors between the key success factors in order to be a synergy in achieving goals. The strategy is a means to achieve goals. The benefits of the strategy is to optimize resources to maximize the achievement of excellence in performance. In the concept of the best way to achieve the management goals, objectives and performance is to empower strategies of resources effectively and efficiently (LAN-RI, 2008).

Strategy is a pattern of resource allocation that enables organizations maintain and even improve their performance. Good strategy is a strategy that neutralizes threats / challenges and seize the opportunities that exist by utilizing the power available and to eliminate or correct the weaknesses that still exist. (Barney, Jay B 1977)

### **2.2.1 Strategy to Development**

1. Budgeting and Overall Strategy includes the development of budgeting techniques and an attempt to find a way to create an integrated marketing strategy.

2. Designing long-term consequences that include long-term budgeting, interest in the goals and objectives, will tend to conglomerate formation and existence allocate resources, and Formula Planning has three aspects of the criticism in development strategy as follows :

- Characteristically theoretical and tend not practical , the intention is a plan drawn up by professional planners in order to successfully plan is then to be implemented by all parties to produce and sell the company's production. That is why, these parties are not involved in the planning process.
- Characteristically rituals, such as the meaning derived from the planning process itself and more mechanically so that it becomes something that is routine. So more are based on data and lack of attention to marketing instinct. Therefore, the results obtained are much more desirable.

- Problems in prediction or forecasting is more and more, that this is an approach can not resolve the problems caused by the increase in long-term planning in advance. Forecasts for market growth, sales and profits are based on financial projections for state linear but is also extremely rare in real life. So the result was a project of this kind becomes inaccurate.
- The Strategic thinking that includes respect of the transformation and forecasting which has a healthy competitive advantage, the shift from a competitor competitors and customers, the transition from the calculation into creativity and which is the transition from rigid to be flexible.

### **2.2.2 The Development of Songket**

Related to developments of songket in the archipelago, songket that the golden glories associated with Sriwijaya maritime commerce that rich prosperous again which blossom in the 7th century to the 13th in Sumatra. This is due to the fact of songket craft that most mahsyur in Palembang. Songket is a luxurious fabric that originally require some real gold to be made of gold thread and then woven into cloth beautiful hands. It relates the history of the gold mines in Sumatra and Jambi is located in the interior highlands of Minangkabau. According to the developments in the archipelago despite songket gold thread was found in the ruins of the site of Srivijaya in Sumatra, along with rubies uncut, as well as pieces of gold plate , until now there has been no definitive evidence that local weavers have used gold thread as early as the year 600 's to 700 's masehi. Songket possibility developed in the later period in Sumatra. According to the developments in the archipelago songket, songket songket Palembang in Indonesia is measured both in terms of quality, who has the nickname " Queen of All Fabrics ". In the development of the archipelago songket, songket exclusive require between one and three months to complete, while the ordinary songket only takes about 3 days.

Usually by of the craftsman songket exhibitions were sold on a stand they have made themselves. Or the buyer can also buy it directly songket of the craftsman at home, because this is a home-scale industry.

As for the broader marketing, as songket has an aesthetic element and high value is certainly was wide open market. The big cities such as Jakarta, Bandung, Bali, Surabaya is certainly a promising area of marketing. This opportunity was certainly tempting, not only for traders or distributors, the famous Indonesian designer who put too much attention on the songket. This illustrates that indeed songket has become a very valuable trade commodity. Even before the independence of Indonesia Songket is one merchandise that dependable in the international trade market. Proved by the inclusion of the woven fabric on Economic Fair, held in Brussels, Belgium in 1910. Ande Baensah At that time a craftsman and songket seller of Silungkang participated in the Economic Fair demonstrate way to make this woven fabric.

Addition to the Fair, was recorded also that songket also been traded in Calcutta by a Malay named Mohammad Yassin from Kampung Panai Four Houses in 1921. At fifties in Indonesia there Abidin, a vendor village Dalimo Godang songket from using the services package post to sell his wares. The big cities such as Padang, Jakarta, Bandung, Semarang, Surabaya, and Makassar has become a commodity that often he send it. In addition songket also frequently appeared in the night markets at that time is becoming the trend of urban life of Indonesian society that period. Among others at the night market gambier in Jakarta, Bandung Andir night market, night market in Semarang Simpang five, the night market square in Yogyakarta, and the night market Yand Mart in Surabaya.

In 1974 at the Bali Room of Hotel Indonesia, held a small exhibition of industrial products held by the Indonesian Business Women Association (IWAPI). One of the things that get the attention is certainly is an old songket two hundred years, the red heart with the use of threads Mokuo Bulek Soriang, and patterned bamboo shoots. From time to time the sale value of songket is as though nothing will be consumed by age. Even kinipun many designers also use songket as one of their flagship products. For example, Dr. Zainal Songket or. Zainal Arifin, who has held a fashion show in Celebrities Cafe, Palembang in April. The event with the theme of these colors look so different and to show another figure of songket.



Expertise Zainal Songket has changed the stiffness that usually appear on songket fabric into a fabric that is elegant and supple.