



Application Of Tie-dye and Macrame Motifs On Resort Wear Clothing



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Keywords:

resort wear, tie-dye, macrame, fashion design, textile innovation.

ABSTRACT

The fashion industry continues to evolve by introducing unique and captivating design innovations. One of the growing trends is resort wear, which is designed for both comfort and aesthetics during vacations. This study explores the application of tie-dye motifs and macrame techniques in resort wear design to create innovative and aesthetically valuable products.

Tie-dye motifs offer unique color patterns through the resist-dyeing technique, while macrame provides decorative textures with distinctive knots. The combination of these two techniques is expected to produce garments that are not only artistic and fashionable but also possess high cultural and economic value. Additionally, this study contributes to the empowerment of local artisans, the preservation of traditional techniques, and the creation of new market opportunities in the fashion industry.

This research employs the Double Diamond method, which consists of the stages Discover, Define, Develop, and Deliver, to design and develop resort wear garments. The findings indicate that the fusion of tie-dye motifs and macrame can create an elegant, distinctive, and eco-friendly appearance, aligning with the current resort wear market demands.

<p>Kata Kunci: busana <i>resort wear</i>, <i>tie dye</i>, <i>macrame</i>, desain fashion, inovasi tekstil.</p>	<p style="text-align: center;">ABSTRAK</p> <p>Industri mode terus berkembang dengan menghadirkan inovasi desain yang unik dan menarik. Salah satu tren yang semakin populer Motif tie dye menawarkan pola warna yang unik melalui teknik ikat celup, sedangkan macrame memberikan tekstur dekoratif dengan simpul-simpul khas. Kombinasi kedua teknik ini diharapkan dapat menghasilkan busana yang tidak hanya artistik dan modis, tetapi juga memiliki nilai budaya dan ekonomi yang tinggi. Selain itu, penelitian ini juga berkontribusi dalam pemberdayaan pengrajin lokal, pelestarian teknik tradisional, serta menciptakan peluang pasar baru dalam industri fashion.</p> <p>Penelitian ini menggunakan metode Double Diamond, yang terdiri dari tahapan Discover, Define, Develop, dan Deliver, untuk merancang dan mengembangkan desain busana. Hasil penelitian menunjukkan bahwa perpaduan motif tie dye dan macrame dapat memberikan tampilan elegan, berkarakter, serta ramah lingkungan, sesuai dengan kebutuhan pasar resort wear saat ini.</p>
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INTRODUCTION

Industrial fashion continues to evolve by presenting design innovations that attract consumer attention. One of the most in-demand trends is resort wear, the popularity of which is rapidly increasing along with the growing interest in traveling. In the midst of this trend, the need arises to create unique and different designs, which combine traditional techniques with a modern touch. According to (Sulistiyanti, 2020), "tiedye motifs can increase the aesthetics and selling value of clothing" (Sulistiyanti, 2020). This journal article aims to explore the potential of the combination of tie dye motifs and macrame manipulation in creating innovative and highly aesthetic resort wear.

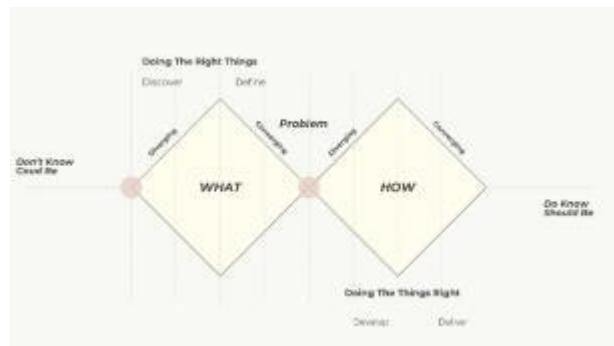
Resort wear is one of the styles of clothing used when on vacation or traveling. The popularity of resort wear is increasing rapidly along with the increasing interest in traveling and the easier means of transportation such as flights between cities and countries. Resort wear is different from other styles of clothing in terms of various colors, various motifs, and comfortable silhouettes (Sandhya Garg, 2018; Octaviane Vinka & Rima Febriani, 2019).

The application of tiedye and macramé motifs in resort wear reflects the fusion of traditional craftsmanship and contemporary fashion trends. These motifs not only serve as decorative elements but also embody narratives relating to environmental awareness and local empowerment. This technique allows the application of shibori motifs that can create a fresh and interesting look. Meanwhile, the application of macrame, with its distinctive texture and intricate details, can add an artistic dimension and bohemian touch to the design.

Tie dye is one of the cultural products and traditions in making motifs on fabric that has been widely recognized, not only in Indonesia but also throughout the world (Widodo, 2012). Tie dye according to can be interpreted as a tie dye or later better known as "tie dye"(Widodo, 2012). It is called tie-dye because in the manufacturing process it is achieved by tying and dyeing on the fabric, in order to realize a motif according to the area of the tying and dyeing.

Macrame is an art craft in the form of decorative knots formed in geometric patterns to produce various shapes such as lace and tassels (Lilis Masrurah, 2020). Macrame manipulation gives a

unique texture and visual dimension to clothing, adding an artistic and elegant touch. The combination of the two techniques inspired the author to create resort wear clothing that is not only comfortable and fashionable, but also unique and has an aesthetic cultural value.



Picture 1. Double Diamond Model
(Source: Pixcap)

a. Discover

In this phase, the main focus is to gather insights and information about resort wear, tiedye motifs, and macrame techniques through various sources such as books, journals, researcher observations, and social media. The insights and information obtained are then collected in one unit and then developed based on existing information. Observations related to resort wear fashion, now becoming popular due to the increasing interest in traveling and staycation. In addition, the use of tiedye and macrame motifs in resort wear clothing can be used as a source of innovation for resort wear clothing. By applying the itajime shobori technique to resort wear clothing, it will produce plaid motifs and flower petals.

b. Define

At the define stage, ideas and themes are then outlined in the form of a moodboard. Moodboard is a media containing reference materials that will be used as a designer's guide in creating works or a detailed description of the work that will be created, starting from themes, references, colors, shapes, decorations, and various other things that are in accordance with the wishes (Mira Umiga, 2022). Ideas outlined in the moodboar include fashion silhouettes, tiedye motifs, macrame, and colors. The application of tiedye motifs on cotton fabric gives a relaxed yet elegant impression, and the use of macrame at the waist gives an aesthetic impression to the outfit.



picture 2. Moodboard

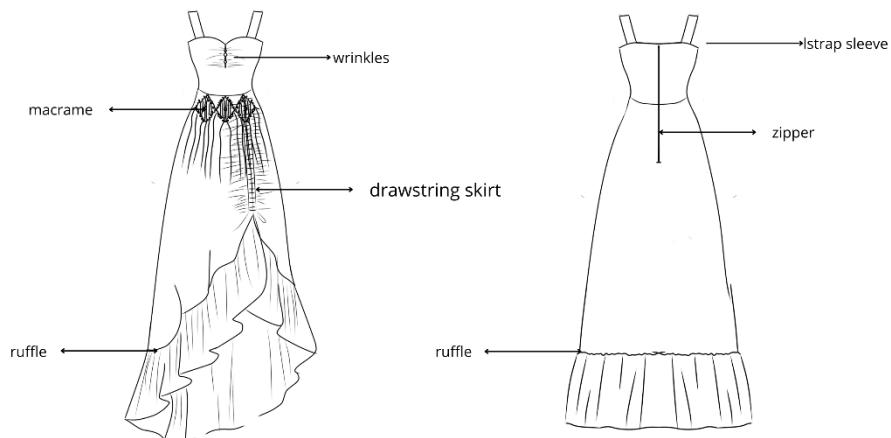


c. Develop

The third stage, namely develop is the stage where the source of ideas is developed and produces various design concepts. Various sources of ideas that have been collected on the moodboard are analyzed and then poured into a design. the process at the Develop stage produces 4 design developments with tiedye motifs and the placement of macrame designs on clothing.



Picture 3. Design Development



Picture 4. Technical Drawing

d. Deliver

The last stage is Deliver, this stage can be interpreted as the product completion stage. The final product is made by considering manufacturing materials, quality, manufacturing, production processes, production methods, and marketing opportunities (Andani Warda Karina & Urip Wahyuningsih 2024). At this stage, input is collected, prototypes are selected and approved, and finalized (Angela & Indarti, 2020)

RESULT AND DISCUSSION

In this research, the results obtained show that the application of tie-dye motifs and macrame techniques to resort wear clothing gives distinctive visual and textural characteristics. The itajime shibori technique used succeeded in creating plaid motifs and forming patterns like flower petals, giving a dynamic and aesthetic impression to the fabric.

In addition, the application of macrame gives a textural dimension to the garment. The various knot techniques, such as square knot and half hitch, gave an artistic feel and added an elegant impression to certain parts of the garment, such as the waistband or the edge of the garment. Macrame also gives a bohemian touch that enriches the aesthetic value of resort wear.

In the design development stage, four design concepts were developed based on the exploration of tie-dye and macrame motifs. The designs considered the composition of the motifs, the placement of the macrame knots, and the selection of colors in accordance with the resort wear theme. The choice of cotton fabric as the main material was based on its comfort, sweat-absorbing properties, and suitability to the tropical climate.

a. Tie-dye fabric making

The process of making itajime shibori tie-dye motifs begins with preparing a cleaned white cotton fabric. The fabric is then folded using the accordion method, which is a zig-zag fold that can be done horizontally or vertically. Once the fabric is folded, it is then tied with a rubber band to maintain the shape of the folds.

The next stage is dyeing, where the blue dye solution is prepared in a container of clean water at room temperature. The fabric that has been folded and tied is then dipped into the dye solution and left for 20-30 minutes or overnight to ensure the dye is well absorbed. Once the dyeing is complete, the fabric is removed and rinsed with clean water until the rinse water becomes clear. The rubber band is then removed, and the fabric is then sun-dried, revealing the distinctive blue itajime shibori motif.



picture 5. color dissolving process





picture 6. fabric dyeing process on color



picture 7. Tie-dye result

b. The process of making macrame

In the process of making macrame, starting with preparing a macrame rope with a size of 40 cm as many as 27, then the rope is tied to a long ribbon. The basic technique used is the square knot, which forms a diamond pattern as seen in the picture. The process begins by dividing the rope into several strands, then these ropes are tied using square knots repeatedly to form a geometric woven pattern. At the bottom, the rope is left dangling to form a tassel, giving a distinctive bohemian impression.



picture 8. Macrame Knot Finished Result

c. Dress making

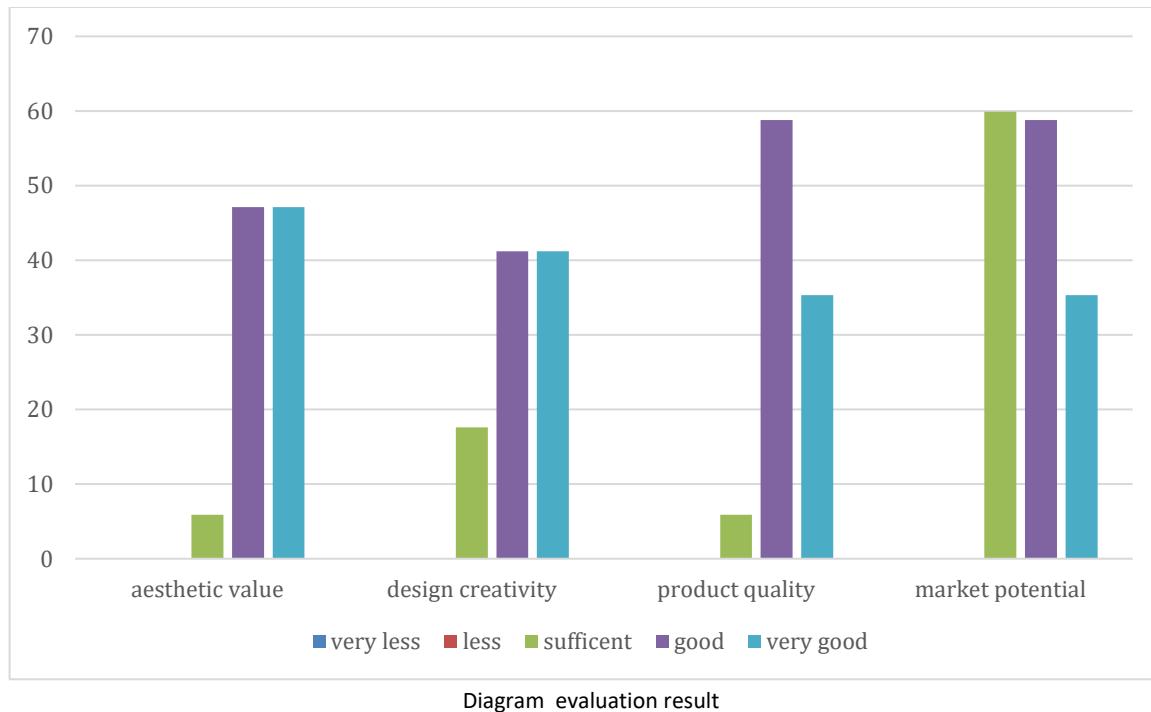
Dress making starts with preparing cotton fabric that has gone through the tie-dye itajime shibori process. The fabric is cut according to the dress pattern which consists of a top and a tiered skirt. The top part was designed with a sleeveless tank top model, while the skirt part was designed with tiers and equipped with shavings detail on the side.

The drawstring process is done by sewing a fabric-covered rope on the side of the skirt, then pulling it to create a drawstring effect that gives the impression of volume and dynamism. This part of the shavings can be adjusted in length as needed.

At the waist, macrame application is applied as a decorative accent. The square knot technique is used to form a woven macrame pattern that is attached to the waist, giving an elegant and artistic impression.



Picture 9. finished dress with the application of tie-dye and macrame motifs



Based on the results of the assessment of products that apply tie dye and macrame motifs, data were obtained from four main aspects, namely aesthetic value, design creativity, production quality, and market potential. In the aspect of aesthetic value, 47.1% of respondents gave an excellent assessment. This shows that visually, the product is considered attractive and able to represent the characteristics of resort wear quite well.



Furthermore, in the aspect of design creativity, the product received a very good rating of 41.2%. This achievement reflects that the design produced is considered quite innovative, although there are still opportunities for further development in order to achieve higher appreciation from all respondents.

As for the production quality aspect, the majority of respondents rated the product in the good category at 58.8%, and very good at 35.3%. This shows that the product is considered to have met the quality standards, both in terms of the neatness of the stitches, the strength of the construction, and the final result of the decoration technique used.

The assessment of the market potential aspect showed identical results with the production quality, with 58.8% of respondents giving a good assessment and 35.3% very good. This percentage shows that the product has a high market opportunity, especially in the context of resort wear that targets consumers with preferences.

CONCLUSION

This research demonstrates that the application of tie-dye motifs and macrame techniques in resort wear holds significant potential for creating innovative, aesthetically appealing, and commercially valuable designs. The tie-dye motif offers unique and dynamic patterns, while macrame introduces texture and a distinct artistic dimension, resulting in garments that reflect a harmonious fusion of tradition and modernity. Furthermore, the study emphasizes the importance of using environmentally friendly materials suitable for tropical climates and highlights the empowerment of local artisans, contributing to cultural preservation, increased income for local communities, and environmental sustainability. The designs are particularly relevant for young adult women who are active and have an appreciation for artistic fashion, suggesting promising prospects in both domestic and international markets.

However, this study has certain limitations. The research is primarily exploratory and focuses on design conceptualization without large-scale production or market testing. The sample size of design prototypes and the engagement of artisans were limited, which may affect the generalizability of the findings.

The specific contributions of this study include the integration of traditional craft techniques such as macrame with contemporary tie-dye motifs in resort wear, providing a practical reference for designers seeking to blend cultural heritage with modern fashion trends. Additionally, it underscores sustainable and ethical production practices as integral elements in design development.

For future research, studies could explore consumer response and market acceptance through surveys or commercial trials. Investigations into scalability, cost analysis, and the long-term impact on local artisan communities would provide valuable insights. Moreover, research could examine the adaptation of other traditional textile techniques in modern fashion to expand the possibilities for innovative, sustainable, and culturally rich designs.

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