



Contemporary Craft in Jewellery Case Study HS Silver Company Kotagede



Elang Yudha Pratama¹

Prodi Kriya FSR Institut Seni Indonesia Yogyakarta, elangyudha42@gmail.com

Hendriyanto²

Prodi Kriya FSR Institut Seni Indonesia Yogyakarta

Muhammad Akhrul Nur Syams³

Prodi Kriya FSR Institut Seni Indonesia Yogyakarta

Yusril Bramantio⁴

Prodi Kriya FSR Institut Seni Indonesia Yogyakarta

Joko Subiharto⁵

Prodi Kriya FSR Institut Seni Indonesia Yogyakarta, *email Correspondence:
joko.subiharto@gmail.com

<https://orcid.org/0000-0002-7688-0636>

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ABSTRACT

Jewelry in the KBBI (Big Dictionary of Indonesian) means items used for decoration, such as rings, earrings, bracelets, and others. Jewelry is often created with gold and silver materials, so the price is relatively high according to the high price of the material. Along with the times, embellishments evolved in design, materials, functions, and techniques. HS Silver is one of the silver jewelry companies in Kotagede Yogyakarta which was founded in 1953 and still exists today. HS Silver Kotagede can survive and thrive today because it applies a contemporary craft art style to its designs and jewelry products. Contemporary craft art leads to new concepts and visual forms that are developing in the present or present period. Based on this, this study aims to: 1) know the influence of contemporary craft art on HS Silver Kotagede jewelry products; 2). Describes contemporary jewelry products HS Silver Kotagede. The research method uses a descriptive qualitative approach. Data collection was carried out through literature studies, field observations, interviews, and documentation. The data obtained are analyzed interactively, consisting of data reduction, presentation, and verification. The results showed that since the 1980s the HS Silver company has adopted contemporary concepts and designs also known as contemporary craft art. Various contemporary styles influence the concept of jewelry in HS Silver Kotagede both in design and material aspects. The design used takes certain themes both from nature and the socio-culture of the surrounding community, such as the shape of a pineapple, bird cages, and rockets. In addition to the design, there are changes to the materials used which not only use silver but are also combined with other media such as ropes, resins, and so on. Jewelry that uses contemporary craft art style can open up new trends and markets for HS Silver because the designs are fresher and more up to date.

<p>Kata Kunci: Kriya kontemporer, Perhiasan, HS Silver Kota Gede</p>	<p style="text-align: center;">ABSTRAK</p> <p>Perhiasan dalam KBBI (Kamus Besar Bahasa Indonesia) memiliki arti barang yang digunakan untuk berhias, seperti cincin, anting, gelang dan lain-lain. Perhiasan seringkali diciptakan dengan material emas maupun perak sehingga harganya relatif tinggi sesuai dengan mahalnya harga material. Seiring perkembangan zaman, perhiasan berevolusi baik desain, bahan, fungsi dan teknik. HS Silver merupakan salah satu perusahaan perhiasan perak di Kotagede Yogyakarta yang berdiri sejak tahun 1953 dan masih tetap eksis hingga saat ini. HS Silver Kotagede dapat tetap bertahan dan berkembang hingga saat ini karena menerapkan gaya seni kriya kontemporer pada desain dan produk perhiasannya. Seni Kriya kontemporer mengarah pada berbagai konsep dan bentuk visual baru yang sedang berkembang pada kurun waktu sekarang atau masa kini. Berdasarkan hal tersebut maka penelitian ini bertujuan untuk: 1) mengetahui pengaruh seni kriya kontemporer pada produk-produk perhiasan HS Silver Kotagede; 2). Mendiskripsikan produk-produk perhiasan kontemporer HS Silver Kotagede. Metode penelitian menggunakan pendekatan kualitatif diskriptif. Pengumpulan data dilakukan melalui studi pustaka, observasi lapangan, wawancara dan dokumentasi. Data yang diperoleh dianalisis secara interaksi, terdiri dari reduksi data, penyajian dan verifikasi. Hasil penelitian menunjukkan bahwa sejak tahun 1980-an perusahaan HS Silver telah mengadopsi konsep dan desain-desain kekinian yang disebut juga dengan seni kriya kontemporer. Berbagai gaya kontemporer mempengaruhi pada konsep perhiasan di HS Silver Kotagede baik pada aspek desain maupun material. Desain yang digunakan mengambil tema-tema tertentu baik dari alam maupun sosial budaya masyarakat sekitar, seperti bentuk nanas, sangkar burung maupun roket. Selain desain terdapat perubahan pada bahan yang digunakan yang tidak hanya menggunakan perak melainkan juga digabungkan dengan media lain seperti tali, resin dan sebagainya. Perhiasan yang menggunakan gaya seni kriya kontemporer ini dapat membuka trend dan pasar baru bagi HS Silver dikarenakan desain-desainnya lebih <i>fresh</i> dan <i>up to date</i>.</p>
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INTRODUCTION

Jewellery in KBBI (Kamus Besar Bahasa Indonesia) means items used for decoration. Jewellery is usually found in rings, earrings, and bracelets but later developed in other forms, such as brooches and pendants. Jewellery is often created using gold or silver materials, so the price of jewelry tends to be expensive following the high price. Historically, jewelry has developed rapidly, from the manufacturing techniques and materials used to the function of the jewelry. In ancient times, jewelry was created using natural materials, such as shells strung together with rope. At the same time, the function of jewelry is to be used as an amulet or as a complementary tool at certain traditional ceremonies. However, over time, jewelry evolved in terms of materials, functions, and techniques. Jewelry is created from organic metal and synthetic materials. In addition, the techniques used in making jewelry are very diverse depending on the material and design. Meanwhile, the function of jewelry today is mainly used as a decorative body adornment.

In today's modern era, traditional jewelry crafters in Indonesia are facing a critical decline in numbers. This is primarily due to a lack of interest from the younger generation, leading to a stagnant regeneration. However, the traditional jewelry craft industry still persists, particularly in the Special Region of Yogyakarta Province. Yogyakarta boasts a variety of creative industries, but one that urgently needs our support and preservation is the silver jewelry craft industry in Kotagede, Yogyakarta, a cultural gem that is not just domestically but also internationally recognized.

Historically, since the 16th century, Kotagede has been the center of silver craft and the center of government of the Islamic Mataram Kingdom. The silver industry in Kotagede developed inseparably from Kotagede's position as the center of government during the Islamic Mataram Kingdom (Armiyati, 2014). Many opinions state that the silver industry developed in Kotagede when Kotagede became the capital of Islamic Mataram in the 16th century. In addition, various pieces of evidence of Islamic Mataram heritage in the form of items made of gold, silver, and bronze further strengthen the fact that metal crafts have existed since the time of Kotagede as the center of government during the Islamic Mataram era.

Until now, the metal craft industry in Kotagede still survives. Many large and small-scale silver industries are scattered in Kotagede. One of the silver industries that still exists today is HS Silver. HS Silver is a silver craft industry company established in Kotagede in 1953. Mr. and Mrs. Harto Suhardjo founded HS Silver. HS is short for the name of the company owner, Harto Suhardjo. Before pioneering silver craft production, HS Silver produced imitation jewelry under the name "Terang Bulan and Nusa Indah" until the end of 1953. 1990, the company's name was changed to "HS Silver 800-925". The numbers 800-925 symbolize the grade of silver that the company works with. HS Silver still exists to create jewelry products.

HS Silver Kotagede's jewelry designs and products change occasionally to keep up with the times. Apart from changes in market tastes, HS Silver's jewelry designs and products are also influenced by the development of art styles that are affected by modernization. Contemporary art is currently one of the dominant art genres influencing the development of various forms of craft products. Contemporary art is a genre that has developed since World War II. Contemporary means current, modern, or, more precisely, something that is the same as the current time conditions, so contemporary art is an art that has no boundaries or rules of the past and develops freely according to the current era (Hendranto, 2019).

Craft art is one of the branches of fine art that, in its creation, uses handmade skills and uses materials processed from nature. Along with the times, craft art has not only been traditional art but also influenced by contemporary art flow, often called contemporary craft art. Contemporary craft art tends to have forms that express various concepts and new visual forms that are developing in the current period or the present (Andono, 2021). This influence makes objects that previously only had functional value now have beauty value and innovation in form and concept from the creator.

Jewelry is one of the crafts influenced by contemporary art, as seen in the design and products. Many jewelry designers use this genre to create their works, making jewelry a medium of experimentation and expression for jewelry designers. Based on the explanation above, this research aims to 1). Identify the influence of contemporary craft art on HS Silver Kotagede jewelry products; 2). Describe the contemporary jewelry products of HS Silver Kotagede.

METHOD

This research uses descriptive qualitative research methods by collecting factual data, analyzing it, and describing it. The data obtained by the author, starting from the results of recordings, interviews, photos, and documents about a research object, are reported according to their true meaning. In the correct context, an interaction analysis is carried out, which consists of data reduction, presentation, and verification (Muri, 2017). The data is presented as narrative text arranged in an easy-to-understand form. Conclusions from the research results will be presented in the form of descriptions based on the research data in the field.

The data collection process in this research commenced with a comprehensive literature study. This crucial step involved gathering a diverse range of literature, including contemporary craft art books and various online journal articles that focused on contemporary jewelry. These sources served as the bedrock for identifying and analyzing contemporary jewelry in the context of HS Silver. Subsequently, on-site observations and interviews were conducted. The former involved a close examination of various jewelry products manufactured by HS Silver, while the latter involved engaging with key individuals, such as company owners and designers. The data collected was then subjected to a rigorous analysis process, involving data reduction, grouping, presentation, and verification.

RESULT AND DISCUSSION

a. Craft Art Contemporary

Craft is a traditional art in Indonesia and one of the fine arts branches. Craft in the context of the past is interpreted as a unique and characteristic work of art in which aesthetic, symbolic, philosophical, and functional values and "*ngrawit*" are contained in its making (Gustami Sp., 1992: 71). In its creation and art craft product is born from the skill of the hands of someone who is an expert or often called a craftsman or craftsman and is created using materials such as leather, clay, metal, textiles, wood, and others.

Along with the times, craft develops like other branches of fine art. Crafts have also developed and been influenced by the contemporary art genre. Contemporary art is art that is not bound by the rules of the past. The definition of contemporary art, in general, is a tendency for new forms of art that express various new concepts and visuals. Thus, contemporary art is considered art with a new aesthetic paradigm (Burhan, 2006, p. 277). Craft art influenced by contemporary flow or style is called contemporary craft art. Contemporary craft art tends to have forms that express various concepts and new visual forms that are developing in the current period or the present (Andono, 2021, p. 21). Hastanto (2000: 2) states that the birth of art craft or contemporary craft is one of the strengthening of craft as a branch of fine art as well as other branches of fine art, as well as giving appreciation to the public to accept art craft as a creative process and expression of aesthetic expression in a unique form from artisans. Contemporary art influences several aspects of concept, design, and materials in making craft works. So contemporary craft art is more contemporary or up to-date with newer ideas in its design.

b. The History of HS Silver Kotagede

HS Silver is a company that produces jewelry and various silver crafts. The company still exists in Kotagede, Yogyakarta, to this day. At the beginning of its establishment in the late 1940s, HS Silver

still needed a business name. Mrs. Kasdilah started this business to have her own business, and the influence of environmental factors around Mrs. Kasdilah's residence, which is a silver craft area. At first, Mrs. Kasdilah, the founder of HS Silver, sold costume jewelry. Her products were bought from Solo and then entrusted to other jewelry stores in the Kotagede area. This was done because, at that time, Ms. Kasdilah did not have her shop or gallery.

Ms. Kasdilah's costume jewelry sales expanded to out-of-town Jakarta and Bandung. Sales in Jakarta have a good market, so consumers are very interested. While in Jakarta, Ms. Kasdilah met two big sellers, who later, from the cooperation, created the Terang Bulan and Nusa Indah brands, which, in the end, both continued to run.

The environmental factors of Kotagede, where Mrs. Kasdilah lived, where the majority of people are silversmiths, made Mrs. Kasdilah start a silver jewelry business. However, the business she established in 1953 was still on a small scale. Although initially pioneering only on a small scale, it turned out that this silver jewelry saved the family's economy because Mrs. Kasdilah's imitation jewelry business in Jakarta collapsed due to the increasing number of competitors. Ultimately, Mrs. Kasdilah focused on the silver jewelry business and was assisted by her husband, Mr. Sukardjiman. Mr. Sukardjiman and Mrs. Kasdilah try to design and produce their pieces, although sometimes they are assisted by artisans around their house. Over time, the HS Silver business grew until it finally had its showroom and workshop until now.

The name HS Silver comes from the owner's old name. After getting married, Mrs. Kasdilah and Mr. Sukardjiman decided to use their old name, Harto Suhardjo. Therefore, in 1953, the name Terang Bulan and Nusa Indah was replaced with Harto Suhardjo, which was then abbreviated with the initials HS and given the addition of 800-925 because of the silver content used in producing jewelry, so the company name became HS Silver 800-925.

In 1970, HS Silver began to expand to the island of Bali. The development of HS Silver's business on the island of Bali is also growing well with consumers who are tourists on vacation there. In 1975, the HS family created an art shop in Bali. The art shop still exists today, with jewelry sold, including silver, silver plates, and gold plates. Until now, the HS Silver company still exists to produce various jewelry and sell them at the HS Silver Showroom on Jl. Mondorakan no.1 Kotagede, Yogyakarta. In addition, HS Silver also sells its jewelry through online media.

c. Early Jewelry Product of HS Silver Kotagede

At the beginning of the business, Mrs. Kasdilah as the founder of HS Silver sold costume jewelry whose production was taken from the Solo area. As time progressed, HS Silver produced its own jewelry. The style of jewelry applied at the beginning of production mostly still follows traditional and classic designs according to market demand at that time. The characteristics of the traditional jewelry at HS Silver Kotagede include flower-shaped designs or often called flowers, as seen in Figure 1. These jewelry are used as accessories for manten, although they were later developed into various types of jewelry such as brooches, earrings, and bracelets. This is as revealed by Dewi Alfian Rhoyan, one of HS Silver's jewelry designers that:

"In the past, it followed the market at that time, and in the past, it was still traditional; the classic models were more like mantel accessories like that. Flowers and then those that are suitable for condangans, yes, it is still traditional like that. However, various types exist, such as brooches, earrings, and bracelets."

In the past, HS Silver Kotagede already had many types of jewelry with traditional styles because it followed the times and had various types.



Figure 1. Examples of HS Silver Classic Style Jewelry

Traditional jewelry still survives today, although many new styles have influenced the jewelry style in HS Silver Kotagede. In addition to jewelry, HS Silver Kotagede produces various kinds of metal crafts, such as carving and interior decorations. The changes and the emergence of new styles in the jewelry at HS Silver Kotagede are due to the times and market demand. Most of the jewelry in HS Silver Kotagede is produced using the filigree technique, and silver is used in production. However, some products use gold-plated and silver-plated.

d. Influence of Contemporary Craft Art on HS Silver Kotagede Jewelry

The jewelry design concept at HS Silver Kotagede has also progressed over time. Since the 1980s, contemporary craftsmanship has influenced the design and output of jewelry products at HS Silver Kotagede. This is because evolving art styles and market demand influence it. Dewi Alfian Rhoyan, the company's designer, said:

"HS Silver has been implementing contemporary craft art since the 80s to adapt to the market; contemporary art is affected by modernization, so it adapts to the market to meet market needs and demands".

This contemporary craft art has influenced the design and concept of jewelry at HS Silver, making the designs more diverse and not fixated on traditional styles. Recently, the designs applied have been thematic to make the designs more focused and purposeful.

Contemporary art-influenced jewelry designs are applied to various forms of jewelry, including earrings, necklaces, bracelets, and others. HS Silver Kotagede also combines materials, such as resin and silver or rope with silver. The contemporary jewelry designs at HS Silver Kotagede respond to various sources, such as new forms in nature and the surrounding socio-cultural situation, such as rockets or birdcages. In addition, the designs also respond to abstract things, such as the shape of love or a heart. Contemporary craft design applied to jewelry at HS Silver Kotagede opens a new market that targets young people because contemporary designs are fresher and more current.

The design of HS Silver Kotagede's contemporary jewelry is carried out by a creative team responsible for conducting research and the design process. The process of making designs by the team of designers at HS Silver Kotagede has also used various modern software tools and devices, such as

Corel Draw and 3ds Max, so the design results in digital form can be visually seen directly. Dewi Alfian Rhoan, a jewelry designer at HS Silver Kotagede, stated that:


"There are not too many obstacles in contemporary design because the designs used are previous designs, but there are challenges in developing and innovating designs; this challenge is because designers are required to be able to read the market trends."

Most jewelry designs influenced by contemporary craftsmanship at HS Silver Kotagede still use filigree techniques in the making process. Thus, it still gives a traditional impression even with a modern design.

e. Contemporary Jewelry Product of HS Silver Kotagede

Based on the explanation above, the following are some examples and descriptions of jewelry with contemporary designs at HS Silver Kotagede:

No	Jewelry Sample	Description
1.	 <p>Figure 2 Earrings Love</p>	This jewelry is an earring that has a stylized shape of a love shape made with resin and silver. These earrings are classified as contemporary jewelry because the concept and shape are modern, and the materials used use resin, which is a developing material and trend at this time, but still combined with silver material.
2	 <p>Figure. 3 Strap Bracelet Jewelry</p>	This jewelry is bracelet-type jewelry made of rope, and the lectin is silver. Butterflies inspire the lectin on the bracelet. This bracelet is contemporary jewelry because the concept of this jewelry is new and modern. It also combines rope and silver materials.
3	 <p>Figure 4. Pineapple Necklace Jewelry</p>	This jewelry is a necklace that has the shape of a pineapple. This necklace was created using silver and several stones to decorate the jewelry. This jewelry is classified as Contemporary Jewelry because the design and concept applied to the jewelry are modern or contemporary; this can be seen from the shape of three pineapples that are stylized in such a way.
4	 <p>Figure 5. Rocket earring jewelry</p>	This jewelry is an earring type jewelry inspired by the shape of a rocket and made with silver. These earrings belong to contemporary jewelry as the design and rocket shape of the jewelry reflect a modern and sophisticated nature.

5.	<p>Figure 6. Bird cage jewelry</p> 	<p>This jewelry is a type of earring jewelry that has a birdcage shape. The material used in making the jewelry is silver. These earrings include contemporary jewelry because the shape and concept of the jewelry are unique. The birdcage is still made with a modern design and keeps up with the times.</p>
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CONCLUSION

HS Silver is a silver company started by Mr. and Mrs. Harto Suhardjo that still exists today in Kotagede Yogyakarta. HS Silver initially only produced traditional jewelry used as an accessory for weddings. HS Silver can still exist and develop because it can adjust to market tastes and times. One is by adopting contemporary concepts and designs, also known as contemporary craftsmanship. Contemporary craft art tends to have forms that reveal various concepts and new visual forms that are developing in the current period or the present (Andono, 2021, p. 21). HS Silver has applied contemporary style jewelry since the 1980s, following the trends of the times and market demand. Various contemporary styles influence the jewelry concept at HS Silver Kotagede in terms of design and material aspects. The designs take certain themes from nature and the surrounding community's socio-culture, such as the shape of pineapples, birdcages, and rockets. In addition to the design, there are changes in the materials used, which are silver and combined with other media such as rope, resin, etc. Jewelry that uses this contemporary craft style can open new trends and markets for HS Silver because the designs are fresher and more up-to-date.

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