

Fractalization of Traditional Batik Ornament and Its Challenges in the Modern Style Sector

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ABSTRACT

Is Fractal Batik fashion or anti-fashion? Why is the sense of belonging of batik no longer exclusive? Why does cheap batik products come from China? All these questions may derive from the ignorance of an aesthetic performance called style. Thus, this paper does not intend to discuss the fractal batik as an operational process. Nevertheless, this paper highlights the challenges and opportunities of the fractal batik in the style sector through historical methods using the approach of form and style relation.

A computer can now replace portions of the function of human thoughts, feelings, and hands in producing batik styles through figures and formulas which represent certain aesthetic values. This results in the exploration, development, and storage of batik motifs within the 'minds' of a computer.

This change will attract village youngsters to study both design and computer in the city. As a result, batik will again experience changes. Computerization will both replace and empower certain traditional behavior and potentials. At this stage, batik fractalization may be both considered anti-fashion (fashion as tradition) and progressive.

Based on observations, it is known that form is related to both physical and psychological materials which lead up to styles. The styles themselves make up fashion, along with market absorption and cycles. Since the paradigm of styles, market, and cycles has now changed, the concept of fashion itself has changed.

To conclude, each appearance of anti-style and anti-fashion, including fractal batik, is in itself the embryonization of style and trend, which are both independent and flowing, before it is packaged by both mass industrialists and consumers in this conceptual and open aesthetic age. The fashioning of fractal batik is the soul of pop culture that may be packaged by the lifestyle and spirit that place every challenge and object of the style as everything of the day is new, like the screenprinted batik from China.

Now is the time for Indonesia to 'preserve' the tradition to provide sustenance for the creative industry through the fashioning of fractal batik, both high end and mass-produced.

Keywords: batik, style, fashion