



## Dhoho Street Fashion (DSF): The Government Marketing Methods to Introduce Tenun Ikat Bandar Kidul Kediri

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### **Abstract**

The government in kediri city is trying to introduce tenun ikat bandar kidul through dhoho street fashion which is held every year. Tenun ikat bandar kidul has its own uniqueness by reflecting culture, tourism and the condition of the people of kediri city. The unique manufacturing technique and the motifs and colors that reflect the identity of kediri have made tenun ikat bandar kidul the eyes of the world's fashion eyes. The method for carrying out the research used an interview approach, direct observation of tenun ikat bandar kidul entrepreneurs and dhoho street fashion activities, as well as documentation. Dhoho street fashion aims to encourage people to become familiar with tenun ikat bandar kidul products with the hope that people can wear clothes made from the traditional fabrics of tenun ikat bandar kidul.

**Keywords:** *Marketing; Local Brand; MSMEs Development*

### **Introduction**

Indonesia has a very diverse wealth of literature and is spread throughout almost all regions in indonesia. One of the indonesian handicrafts that is being looked at by world fashion observers is tenun. Tenun has its own uniqueness in various regions, reflected in the various manufacturing techniques, including tenun ikat lungsi, tenun ikat pakan, tenun ikat ganda. The development of tenun techniques was known from the 14th – 15th century AD (Kartiwa, 2007). In the current era, the development of fashion using traditional fabrics is very popular with both domestic and foreign consumers.

A tenun product that has its own uniqueness is tenun ikat bandar kidul in kediri city. Bandar kidul is a center for tenun ikat groups which has become a tenun village which is included in the creative and independent village category in the community empowerment program promoted by government and stakeholders in 2021. Tenun ikat bandar kidul is not yet well known even though it has good quality, its declining existence is due to market competition with printed cloth factories and the lack of regeneration because the owner died (Andriani & Fahminnansih, 2013).

Tenun ikat bandar kidul is characterized by displaying motifs and colors that are reflected in culture, tourism and the condition of the people of kediri city. The government and stakeholders have

introduced tenun ikat bandar kidul through exhibitions in various cities in indonesia and fashion shows. Fashion shows that highlight traditional fabric as a clothing material create new creative ideas in creating ready to wear clothing, with the hope that traditional fabric will continue to exist among fashion lovers. Dhoho street fashion provides a platform for the creative industry to introduce tenun ikat bandar kidul to the wider community through fashion.

The fashion industry is the fastest growing industry in the world (Rajput et al, 2012). This phenomenon makes the fashion trend cycle easy to change, middle class consumers prefer clothes that are ready to wear and have a fashionable appearance (Junghyung Jang, 2012). This is an opportunity and challenge for weaving entrepreneurs to always follow current fashion trends. Marketing the potential of tenun ikat bandar kidul needs to look at market segmentation. The fashion industry in the world also pays attention to demographic segments such as gender, age, income and price (Priest, 2005).

### Method

The research was carried out using a qualitative approach, the data obtained came from interviews, direct observation in the field and documentation. The data obtained was then checked for validity using triangulation. The data sources are primary data and secondary data, in this research the researcher obtained primary data from the tenun ikat bandar kidul entrepreneurs of medali emas brand, this brand has been active in dhoho street fashion activities for several years, designer, head of disperdagin and mayor of kediri. Secondary data is data obtained from other people's sources or documents. Secondary data was obtained from books, articles, photos, archives, etc. related to the marketing of tenun ikat bandar kidul. The collected data is then described in descriptive form.

### Results

Tenun ikat bandar kidul creates very beautiful motifs by highlighting the potential for tourism, culture and the condition of the surrounding community. The motifs often made by tenun ikat bandar kidul craftsmen are ceplok, loong/sulur, gunungan, emplok – emplok, tirta tirjo motifs (Atmoko, 2015:25), there are also motifs taken from kediri tourism such as lotus, brantas river, jaranan, pucuk rebung and others. The development of tenun ikat bandar kidul motifs was also assisted by national designers in improving the quality of motifs and colors of tenun ikat bandar kidul fabric. National designers provide guidance on unique and new motifs to tenun ikat bandar kidul craftsmen, so that new motifs and colors will continue to develop, adding to the diversity of kediri literary patterns. The government, in introducing tenun ikat bandar kidul, is holding a dhoho street fashion, this activity is always held every year, in 2023 it will reach its 8th fashion show, below are several promotional brochures for dhoho street fashion for the last 3 years starting in 2019, 2020 and 2022, as follows:



Figure 1. Dhoho Street Fashion Brochure. Source Instagram Disperdagin Kediri City

Dhoho street fashion 2019 carries the theme “Pride of Jayabaya”, held in the jayabaya forest, Kediri City. Featuring collections from several local and national designers. This year's theme is to commemorate the glory of the kadiri kingdom around 1135 – 1157 AD when jayabaya became king. A fashion show featuring ready to wear clothing that follows current fashion developments.



Figure 2. Dhoho Street Fashion 2019. Source Instagram Disperdagin Kediri City

Dhoho street fashion 2020 carries the theme “Energy of Kilisuci”, held in the selomangkleng cave tourist area. 2020 brings in puteri indonesia as the young generation who will help promote tenun ikat bandar kidul fabric to the community. In 2020, Dhoho street fashion was held in a hybrid manner. The chairman of the kediri city dekranasda said that this event was a promotional tool to introduce tenun ikat bandar kidul to the global market and provide inspiration for fashion from traditional materials. The fashion show with the theme energy of kilisuci means the energy of a princess who is willing to meditate in the selomangkleng cave to protect the city of kediri from danger and be able to provide new enthusiasm to rise from the pandemic.

During the pandemic, the income of entrepreneurs and similar businesses experienced a significant decline. So the government is here to try to promote tenun with strict health protocols. What is unique is that dhoho street fashion 2020 maximizes the potential of the selomangkleng cave tourist area, such as green open spaces, the airlangga museum and the grounds of selomangkleng cave as a fashion show location.



Figure 3. Dhoho Street Fashion 2020. Source Instagram Disperdagin Kediri City

Dhoho street fashion in 2022 has received a positive response from the people of kediri city and surrounding areas, by promoting casual clothing that can be used in daily activities. Local designers, craftsmen and national designers participated in enlivening the dhoho street fashion, including Era Soekamto, Priyo Oktaviano and Wignyo Rahadi. The designers presented very beautiful work with concepts and stories that carried the theme "Diversity of Dhaha". Dhoho street fashion 2022 will be held



in the courtyard of kediri city hall, basuki rahmat street. The appearance of clothing made from tenun bandar kidul material has its own uniqueness so that it can attract the attention of the public, Dhoho street fashion 2022 was opened by the mayor of kediri (Abdullah Abu Bakar), the deputy governor of east java (Emil Elestianto Dardak), and the chair of the kediri city dekranasda (Ferry Silviana).



Figure 4. Opening Remarks at Dhoho Street Fashion. Source Instagram Disperdagin Kediri City

Clothing made from woven materials presents a new atmosphere for lovers of Indonesian fabrics. The various colors reflect the atmosphere and personality of the designer in creating clothing from woven materials. Dhoho street fashion 2022 will be held at the kediri city hall yard. The chair of the kediri city dekranasda said that the theme of dhoho street fashion for 2022 was chosen to remind people of the diversity that built the archipelago, especially of kediri. Not only ethnic and racial diversity, but also diversity of abilities. There is value given in every dhoho street fashion event.

Dhoho street fashion displays domestic clothing made by people with disabilities, local designers and national designers. Wignyo Rahardi presented 8 enthusiastic themed outfits, taken from the enthusiasm of kediri in preserving its local literature. Priyo Oktaviano brought the theme of childhood reminiscence which brings the style of young people from gen Z, sporty style, casual as well as urban street and the motherland which is shown to women with an elegant style typical of east java. The Era Soekamto presents a kadhiri theme inspired by the kediri kingdom and presented in a modern ethnic style with touches of javanese bali and the majapahit kingdom.



Figure 5. Dhoho Street Fashion 2022. Source Instagram Disperdagin Kediri City

Yuyun M as a designer in kediri city who has a sewing school and his work has been marketed to various regions, apart from that, SMKN 3 Kediri, Azzkasim Boutique, Jayawarsa, Numansa and Luxcaesar were also present to enliven the dhoho street fashion 2022 event. Promotion through national designers was very effective and providing a positive impact, tenun ikat bandar kidul will become increasingly well known and used by officials, public figures, domestic and international artists as well as

providing knowledge to craftsmen to meet market needs by providing a variety of motifs. The diverse motifs make it easy for consumers to determine the best fabric choice according to consumer wishes. In research by Herwin Agustyanila Sari (2015), he explained that the colors most often used in the application of tenun ikat bandar kidul colors are red (courage, strength and enthusiasm), purple (symbol of the glory of kediri), blue (trust and calm), black (darkness, strength and sorrow), green (nature and life). Coloring tenun ikat bandar kidul using textile dyes.

Skov (2009) explains that the development and emergence of fashion shows shows changes over time in the way products are sold to potential customers. And as a means of creating an image, attracting public attention, and a form of performing art. The dhoho street fashion display is a performing art for the people of kediri, with the hope of creating a good brand image thereby increasing the selling value of tenun ikat bandar kidul. The marketing method used by the government in introducing tenun ikat bandar kidul is not only a direct fashion show, it is also displayed through online media such as youtube and live Instagram accounts. Traditional marketing channels are enhanced through new models and tools in technological developments (Simone, 2018).

### **Conclusions**

The development of tenun ikat bandar kidul has been known throughout indonesia and abroad. The process of introducing tenun ikat bandar kidul has been carried out by the government in the form of dhoho street fashion, which in this event collaborates with weaving craftsmen and designers, both local and national designers. Motif designs on various fabrics highlight the rich cultural, historical and tourism potential of the kediri. The designers created simple and elegant clothing designs to be displayed at the dhoho street fashion so that people can see the beauty of the beautiful and cultural culture of the kediri. The hope of holding the dhoho street fashion activity is to encourage people to get to know tenun ikat bandar kidul and then people can wear clothing made from traditional fabric.

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