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Quality Analysis of Swarnadira Gown with Songket Fabric Application on the Bustier Section

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Abstract

This study aims to design and analyze the quality of the evening gown “Swarnadira” through the application of songket fabric on the bustier as the main design element. The study employed the Research and Development (R&D) method using the ADDIE model, which consists of the stages of Analysis, Design, Development, Implementation, and Evaluation. The design process was carried out through literature studies, concept development, moodboard creation, and product realization using a mermaid silhouette and decorative bead details. Product quality assessment was conducted using the expert judgment method involving expert and trained panelists based on aspects of design, size, aesthetics, sewing techniques, piece performance, and product uniqueness. The results showed that the “Swarnadira” evening gown achieved a very good quality category in most indicators, while the sewing technique aspect obtained a good quality category. These findings indicate that the piece has good quality in terms of aesthetics, function, and comfort. Therefore, the application of songket fabric on the bustier is able to enhance aesthetic value while strengthening cultural identity in modern evening gown design.

Keywords: gown, bustier, songket fabric

INTRODUCTION

Piece is one of humanity’s basic needs that serves not only as a means of covering the body but has also evolved into a medium for expressing identity, character, and cultural values in social life. Fashion is even viewed as a social phenomenon reflecting customs and values that develop over a specific period. This evolution means that piece possesses not only protective function but also an aesthetic and self-expressive function in the world of fashion. The tide of globalization has led to a decline in the use of traditional fabrics in daily life, necessitating innovation in fashion design to ensure traditional fabrics remain relevant to modern fashion trends. Additionally, the development of fashion designs rooted in local culture serves as an effort to preserve cultural values through the integration of traditional and modern elements in a single piece.

The use of traditional fabrics (wastra) in modern fashion design is an effort to preserve cultural heritage while adapting it to current fashion trends. Songket fabric, as one of the traditional textiles of the Indonesian archipelago, possesses high aesthetic value and thus has the potential to be applied in various modern fashion designs. Through design innovation, songket can be combined with decorative techniques to produce pieces that follow current trends while still preserving cultural identity.

Several studies have examined the use of traditional fabrics in modern fashion design. In this study, the researcher applied Palembang songket fabric to modest fashion pieces through a combination of decorative techniques. Additionally, the exploration of songket in contemporary fashion has also been conducted by combining traditional fabrics with modern textile techniques. Meanwhile, another study examined the application of bustier structures in modern ethnic fashion using traditional textiles such as batik.

One type of piece that often highlights aesthetic value and the luxury of materials is party wear, particularly evening gowns. Party wear is generally designed with an elegant and glamorous appearance and uses luxurious materials and embellishments to create a special impression on the wearer. In the design process of party wear, structural design is a crucial aspect, one of which is through the use of bustier. A bustier is a piece component that can be worn as a top or attached to a skirt to form a dress that accentuates the body's silhouette proportionally. The bustier design in evening wear also helps define the body's curves, thereby imparting an elegant and feminine touch to the dress's design.

In evening gown design, decorative elements play a crucial role in creating an elegant and luxurious look. The use of sequins on evening gowns can create a shimmering effect and enhance aesthetic value, resulting in a glamorous and feminine impression. Additionally, the application of drapery can create a flowing effect and visual depth that supports the gown's appearance, making it look more graceful and sophisticated. The mermaid silhouette was chosen for the evening gown because it shapes the body's curves proportionally, giving the wearer an elegant appearance. To support the piece's structure and appearance, fabric selection is also a key aspect, particularly in combining songket fabric as the primary material with supporting fabrics like bridal satin to achieve a balance between the bustier's structure and the aesthetic design of modern evening wear.

Based on previous research, the development of modern evening gowns has generally focused more on exploring decorative elements, such as decorative trims, sequins, and textile manipulation techniques to enhance the aesthetic value of evening gowns. Research on the application of decorative techniques in evening wear has been conducted through the exploration of decorative trims on evening gowns, while other studies have examined the application of fabric manipulation on mermaid-silhouette evening gowns to create a unique and elegant look. However, research on the application of songket fabric as the primary material in a bustier structure combined with a mermaid silhouette, sequin details, and drapery in modern evening gown designs remains limited. Furthermore, research examining the quality of evening wear products based on a blend of traditional and modern elements is also scarce. Therefore, this study aims to develop the "Swarnadira" evening gown as an innovative modern fashion design that integrates the cultural values of Indonesian textiles with contemporary fashion aesthetics through the application of songket fabric on the bustier section.

Therefore, this study aims to develop a titled "Swarnadira" by applying songket fabric to the bustier section, combined with bridal satin as a supporting material. The piece design was developed using a mermaid silhouette to convey an impression of grace, elegance, and sophistication, and is enriched with decorative details in the form of sequins to enhance the piece's aesthetic value. Through this fusion of modern elements and traditional Indonesian textiles, the "Swarnadira" gown is expected to represent cultural preservation within modern evening gown design. Additionally, this study aims to evaluate the quality of the evening gown based on the precision of construction techniques, design suitability, and the piece's functionality as formal wear. Thus, the "Swarnadira" gown is expected to serve as a representation of formal wear design development that blends traditional and modern elements while meeting the quality criteria for fashion products.

METHOD

This study employs the Research and Development (R&D) method. Through the R&D approach, each stage of product development is directed toward achieving the product's validity, effectiveness, and quality through a series of structured evaluative procedures. The selection of the R&D method is based on the research focus, which aims not only to produce design concepts but also to create tangible fashion products whose quality can be tested. In this study, the development process emphasizes on the selection of songket fabric, the application of piece construction techniques, functionality, and alignment with the design aspects of evening gowns.

The development model used is the ADDIE model, which comprises five stages: Analysis, Design, Development, Implementation, and Evaluation. Through the application of the ADDIE model, it is expected that the design process for the evening gown titled "Swarnadira" can be conducted systematically,

from the concept analysis stage, design development, product development process, to the evaluation of the piece's quality. Thus, the application of the R&D method through the ADDIE model is deemed appropriate for this research because it is capable of managing a series of creative activities, such as concept exploration, design planning, and the selection of songket fabric, as well as technical processes, such as pattern making, piece construction, finishing, and product quality testing, in a planned and structured manner so that the results are academically accountable. The following are the components of the ADDIE model stages. The development model used is the ADDIE model, which comprises five stages: Analysis, Design, Development, Implementation, and Evaluation.¹⁴ Through the application of the ADDIE model, it is expected that the design You

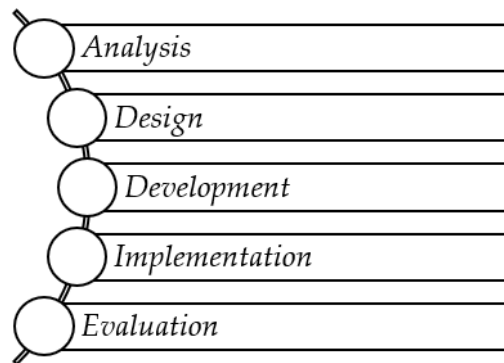


Figure 1. Stages of the ADDIE Model

The analysis phase is the first stage of the ADDIE model, carried out through a data collection process, including a literature review and the gathering of visual references relevant to the application of circular fashion concepts in evening wear featuring a combination of songket fabric on the bustier section. Based on the results of this analysis, a comprehensive understanding of the aesthetic value, philosophical meaning, and relevant technical aspects was obtained. This allows the resulting design to be not only visually innovative but also to have a strong conceptual foundation and be aligned with the development goals of Swarnadira evening wear.

During the design phase, this research began with the development of a concept visualized through a mood board as the foundation for design development in the form of sketches and initial prototypes. This process is accompanied by the selection of materials and colors that align with the theme and the inherent character of the materials. In the design of the “Swarnadira” evening gown, design principles such as harmony, proportion, rhythm, and balance are applied to create an aesthetically pleasing appearance, particularly in blending songket fabric with the main material to produce an elegant and sophisticated piece.

The next stage is product development, which involves bringing the design to life as a formal gown. This process includes pattern making, fabric cutting, sewing, through to the finishing stage, as well as the application of decorative elements such as songket fabric on the bustier section and supporting decorative details. Quality assessment of the construction is conducted by examining the precision of sewing techniques, the neatness of the finish, and the strength of the seams, ensuring the resulting gown not only possesses aesthetic value but is also comfortable and suitable for use as party attire.

Product quality assessment is conducted through expert judgment and evaluation by trained professionals competent in fashion design. The assessment involves a panel of experts comprising fashion designers and fashion education faculty, as well as trained panelists who are fashion design students who have completed advanced fashion design coursework. This evaluation aims to provide an objective assessment of the quality of the resulting evening gowns. The evaluation criteria cover several aspects, including design, sizing, aesthetics, sewing techniques, piece performance, and product uniqueness. The evaluation results are used to determine the product's quality level and serve as a basis for further evaluation if deficiencies are identified in specific aspects. Scores from each panelist are then calculated as percentages and systematically presented in a table for easy analysis. The percentage calculation follows the formula proposed by Afriyanti et al. in the study by Syafira Aulia et al.

$$N = \frac{\text{obtained score}}{\text{maximum score}} \times 100\%$$

Product quality criteria are determined based on the results of the percentage assessment with a value range between 0% and 100%. This range is used as a reference in classifying product quality levels, which are subsequently presented in tabular form. The determination of these criteria refers to a scale adapted from Arikunto as used in the study by Rajib Ghaniy and Satriyo Leksono.

Table 1. Product Quality Percentage Scale

No	Percentage (%)	Category
1	85 – 100	Very Good Quality
2	69 – 84	Good Quality
3	45 – 68	Fair Quality
4	25 – 44	Poor Quality

Based on the application of the R&D method with these structured stages, this study is expected to produce “Swarnadira” party wear that represents the concept of party wear based on a combination of songket fabric on the bustier, and possesses good quality in terms of aesthetic and visual design, precision of construction techniques, and wearability.

RESULTS AND DISCUSSION

The ADDIE method, which consists of the stages of Analysis, Design, Development, Implementation, and Evaluation, was used as the primary framework in the design of the “Swarnadira” evening gown. Each stage of this method was applied systematically to support the design process through to the evaluation of the resulting product’s quality. The following is an in-depth discussion of each stage of the ADDIE method in the development of this collection.

Analysis

The analysis phase began with an assessment of the requirements for designing evening gowns and an exploration of references relevant to the design concept to be developed. A literature review was conducted to understand the characteristics of evening gowns, design principles, and the potential for incorporating traditional fabrics such as songket into modern designs. This phase served as a crucial foundation for determining the design direction and as a bridge between the initial concept and the final creation. The results of this analysis then served as the basis for establishing the main concept of the “Swarnadira” party dress, which highlights classical elegance through the application of songket fabric on the bustier as an aesthetic element and a symbol of cultural identity.

Design

Sources of inspiration and organizing them into a concept to serve as the inspiration for the design phase involves identifying creating the piece design. The fashion design process for this prototype employs a systematic approach to transform the design concept into a formal gown that is not only aesthetically pleasing but also functional. The design process includes creating a mood board, drafting the design, developing the prototype, and selecting materials and colors that align with the concept and character of piece.

Creating a Moodboard

The moodboard creation process is a crucial stage in the initial conceptualization phase to reinforce and clarify the designed concept. In this stage, the moodboard is compiled by combining various relevant visual elements, such as references to evening gowns, the texture of songket fabric, a harmonious color palette, piece embellishment details, the use of accessories, and examples of elegant evening gown silhouettes. Additionally, the mood board includes inspiration for the main materials and decorative details that support the concept, thereby providing a more concrete vision of the design direction for the “Swarnadira” evening gown.



Figure 2. Moodboard

The primary color palette used in the moodboard combines navy tones with creamy brown hues, enhanced by gold accents derived from the songket fabric patterns. This color combination conveys an elegant, warm, and luxurious feel that aligns with the character of evening party wear. The moodboard also showcases construction details, such as the interplay of songket fabric textures on the bustier section with the softness of satin as the primary material. Additionally, other visual elements included encompass accessory inspirations, draping details, and finishing techniques that support the overall appearance of the party dress.

Moodboards play a crucial role as visual references in the fashion design process, as they effectively convey ideas through a collection of interconnected images, colors, and other visual elements. Beyond serving as a medium for conceptualization, moodboards function as visual communication tools that help maintain consistency between the concept, material selection, silhouette, and design details in a focused manner. Thus, a moodboard not only supports the development of creativity but also ensure that every design decision remains aligned with the predetermined theme.

Design Creation

The design creation process begins with the development of several sketches for the Swarnadira evening gown, featuring various silhouette variations, determining the balance of the design whether symmetrical or asymmetrical and the placement of decorative details on the evening gown. The Swarnadira party dress design features a bustier made with songket fabric, paired with a long mermaid-style skirt with a train, along with variations of flowing sleeves, and includes decorative details such as drapery on the front of the bustier and sequins.



Figure 3. Front View Production Design of The Dress



Figure 4. Rear View Production Design of the Dress

Prototype Production

The prototype development stage is a crucial step in the design process of the “Swarnadira” gown, serving as an initial model to test the design’s suitability before it is realized using the main fabric. Through this stage, various aspects such as shape, size, and construction can be evaluated, so that any discrepancies can be addressed before proceeding to the final production stage. The Swarnadira piece prototype is made using blacu fabric as a temporary material, as it has a texture that closely resembles the main fabric and is more economical. The use of blacu fabric greatly aids the evaluation and revision process without the risk of significant material loss.

This process begins with creating a basic pattern based on the established design, then transferring the pattern to the blacu fabric while paying attention to the fabric’s grain direction so that the drape resembles the condition when using the songket fabric that will later be applied to the bustier. After the fabric cutting process is complete, the piece components such as the bustier, mermaid skirt, sleeve variations, and draping on the front of the bustier which use satin velvet as an alternative temporary material with similar characteristics, are sewn and assembled into a unified Swarnadira evening gown prototype in accordance with the construction procedures to be applied in the final production process.

The prototype evaluation is conducted through fitting tests on a mannequin to identify aspects requiring improvement, such as the bustier’s fit to the body shape, the cut of the mermaid skirt, adjustments to the sleeve variations, and the neatness of the drapery. The prototype evaluation process serves as the initial step for pattern revisions, resizing, and construction technique improvements before the cutting of the main fabric for the Swarnadira gown particularly the songket fabric, which requires special attention to its texture and patterns that need to be adjusted.

Material Selection

Fabric selection is a stage of conceptual design that focuses on determining materials that align with the concept and design of the piece. In the design of the “Swarnadira” evening gown, the selection of materials and colors was carefully considered to achieve a visual aesthetic that is elegant, comfortable, and in harmony with the chosen theme. The primary material used is duchess satin as the base fabric, as it features a smooth, lustrous texture and effectively holds the piece’s structure. Songket fabric was chosen for the bustier section to add a cultural touch while serving as the focal point of the design.

The color palette is dominated by navy blue combined with shades of brown, enhanced by gold accents from the songket motifs, which evoke a sense of luxury and warmth. The selection of materials and colors considers not only aesthetic aspects but also compatibility with construction techniques, the fabric’s ability to form a mermaid silhouette, and the wearer’s comfort during formal events.

Development

The development stage is the process of turning the design into a tangible product. This stage includes creating the base pattern, cutting the fabric, the sewing process, and the finishing stage to produce a piece ready for wear.

Pattern Making and Fabric Cutting

Pattern making is a crucial stage in the piece production process, serving as a guide for fabric cutting to ensure it aligns with design specifications. For the “Swarnadira” evening gown, the pattern was developed by adapting a basic construction system tailored to the design requirements and the model’s body measurements. The patterns created include the bustier as the primary focal point and a skirt with a mermaid silhouette that follows the body’s contours. The pattern-making process is carried out meticulously, paying close attention to construction lines, body proportions, and silhouette shapes to ensure a proportional appearance that aligns with the concept. Subsequently, fabric cutting is performed based on the prepared patterns, taking into account the fabric’s grain direction, the placement of the songket motifs, and the characteristics of the materials used. This process is executed with precision and care to avoid errors that could affect the quality of construction and the final piece’s outcome.

Sewing Process

The piece-making process begins with the preparation of materials through the pressing of interlinings such as kufner and stiff fabric on sections requiring strong structure, particularly on the bustier to ensure the silhouette appears defined and stable. The pressing process is carried out meticulously to ensure the interlining adhere perfectly without creating bubbles on the fabric’s surface, especially on songket fabric, which has a distinctive texture.

The sewing stage is carried out using techniques adapted to the characteristics of the materials: songket, which tends to be thick, and satin, which is smoother. The process begins with the construction of the bustier as the primary focus, which is built according to the pattern and reinforced with boning to shape the body’s contours proportionally. Next, the mermaid-silhouette skirt is sewn with attention to the body’s shape and the fabric’s drape to achieve an elegant and balanced appearance.

Next, the sewing process for the sleeve variations involves creating a foundation at the shoulders as an alternative for attaching the sleeves; on the bolero, the shoulders are also joined with a Shanghai collar that has been pressed using a cuffer. All parts the collar, bolero shoulders, and sleeves are assembled with meticulous attention to the neatness of the sewing technique. A small hem is applied to the sleeves to finish the fabric edges, ensuring a neat appearance without any loose threads that might detract from the look.

In the final stage, the finishing process is carried out, which includes assembling all parts of the piece, smoothing the seams, and adding decorative details such as sequins and drapery to enhance the elegant and luxurious impression. The entire process is carried out meticulously to produce the “Swarnadira” party dress, which not only possesses high aesthetic value but is also comfortable and of high construction quality.

Finishing

Piece finishing is the final stage in the production process aimed at perfecting and ensuring every component of the “Swarnadira” evening gown is properly secured and fit for wear. During this stage, all piece sections are smoothed out, and decorative details such as sequins and drapery are added to reinforce the elegant and luxurious feel in line with the design concept.

Additionally, the finishing of the piece’s edges is executed using neat and smooth stitching techniques so that the seams are not visible from the outside, thereby maintaining the piece’s aesthetic quality. The finishing stage concludes with a comprehensive pressing process using temperatures adjusted to the fabric’s characteristics particularly for satin and songket to ensure the fabric’s surface appears smooth, wrinkle free, and achieves the best possible finish.

Realization of the “Swarnadira”

The final realization of the “Swarnadira” evening gown is the result of a systematic design and development process carried out using the ADDIE model. This piece is crafted as a single-piece gown with a mermaid silhouette that elegantly accentuates the body’s curves. The combination of bridal satin as the

primary material with songket fabric on the bustier creates a harmonious look while reinforcing cultural identity.

The application of drapery details on the skirt and the addition of sequin embellishments provide a rich visual dimension and emphasize the luxurious impression. The resulting design composition creates a proportional, graceful, and classy look, aligning with the concept behind the design of this evening gown.



Figure 5. Realization of the “Swarnadira”



Figure 6. Realization of the “Swarnadira” another side

Implementation

Implementation is the planned execution phase carried out to achieve the established objectives. At this stage, product quality is assessed using a systematically developed evaluation instrument. The quality of the “Swarnadira” evening gown is evaluated based on several indicators, including design, sizing, aesthetics, sewing techniques, piece performance, and product uniqueness, involving expert panelists and trained panelists in the field of fashion design. The scores obtained are then processed into percentages based on Table 1 of the product quality percentage scale according to Arikunto in the research by Rajib Ghaniy and Satriyo Leksono, so that product quality categories can be determined objectively and the results obtained are valid.

Table 2. Panelist Evaluation Results

Indicator	Panelist Expert	Panelist Trained	Average	Description
Design	87%	98%	93%	Very Good Quality
Size	88%	98%	93%	Very Good Quality
Aesthetics	84%	94%	89%	Very Good Quality
Sewing Technique	71%	97%	84%	Good Quality
Fashion Performance	96%	98%	97%	Very Good Quality
Special Features	80%	97%	89%	Very Good Quality

Based on the assessment results in Table 2, the quality of the “Swarnadira” party dress generally falls into the very good quality category according to the assessments of expert panelists and trained panelists. In this assessment, expert panelists tended to give lower scores than trained panelists, particularly for the sewing technique indicator, with a percentage of 71% falling into the good quality category. Meanwhile, trained panelists provided higher and more consistent ratings across all indicators, with scores ranging from 94% to 98%, which fall into the “very good” quality category. The overall average for each indicator also shows a dominance of the “very good” quality category, such as 93% for design and

fit, 89% for aesthetics and uniqueness, and 97% for piece performance.

The sewing technique indicator received the lowest score compared to the other indicators, at 71% from the expert panelists, falling into the good quality category. This assessment indicates that there are still several aspects of piece finishing techniques that need improvement, particularly regarding the neatness of stitches, the finishing of the inner or hidden parts of the piece, and the precision of attaching decorative details on certain specific sections. Additionally, the use of materials that combine songket fabric with sequin and bustier embellishments requires a high level of precision during production, which impacts the final sewing technique results. Nevertheless, overall, the piece's structure and construction remain functional and do not detract from the aesthetic appeal of the "Swarnadira" evening gown. This is evidenced by the assessment results from trained panelists, who still awarded the "sewing technique" indicator a "very good" quality rating with a score of 97%.

These results indicate that, in general, the "Swarnadira" evening gown possesses good quality in terms of design, comfort, and visual appeal. The difference in ratings between expert panelists and trained panelists indicates differing perspectives, where expert panelists place greater emphasis on technical aspects such as construction accuracy and neatness of stitching, while trained panelists focus more on visual aspects and functional usability. Nevertheless, the predominance of high scores from trained panelists and an average rating falling within the "very good" quality category demonstrates that the "Swarnadira" party dress possesses good product quality, although there are still some technical aspects that could be improved.

Evaluation

Evaluation is a crucial reflective stage to ensure the quality and usefulness of a product. In this study, the "Swarnadira" evening gown was evaluated through product quality assessment using the expert judgment method by panelists competent in fashion design. The assessment utilized an instrument covering six indicators: design, sizing, aesthetics, sewing technique, piece performance, and piece uniqueness.

Based on the data analysis of these six indicators, the "Swarnadira" evening gown generally falls into the "very good" quality category according to the product quality percentage scale. These results indicate that the piece has successfully met its design objectives, both in terms of concept, aesthetic appeal, and functional use. However, there are several aspects, particularly regarding sewing techniques, that could be improved to achieve more optimal results. Based on feedback from the expert panel, greater attention should be paid to material selection and sewing techniques to produce a piece that is neat and comfortable to wear. Additionally, the finishing of the dress's inner sections was deemed less than neat, as some parts were not finished with overlock stitching. These suggestions serve as evaluation points for product quality development so that the final piece can be optimized in terms of both construction and aesthetics. Overall, this evaluation phase indicates that the designed party dress possesses good quality in terms of design, aesthetics, piece construction, and functionality.

CONCLUSION

The results of the evaluation through product quality assessment show that the "Swarnadira" party dress received a "very good" quality rating on most indicators, namely design, sizing, aesthetics, piece performance, and uniqueness, while the sewing technique aspect was rated "good." These results indicate that, overall, the piece already possesses good quality in terms of aesthetics, functionality, comfort, and visual appeal, although there are still some technical aspects that could be improved, particularly regarding the neatness of the piece's interior finish and sewing techniques.

Thus, it can be concluded that the application of songket fabric on the bustier section, combined with a mermaid silhouette, sequin details, and the use of bridal satin fabric in the "Swarnadira" party dress, successfully enhances aesthetic value while reinforcing cultural identity within modern fashion design. This blend of traditional and modern elements results in an elegant, sophisticated, and classy evening gown without compromising the cultural value of Indonesian textiles. This study is expected to contribute as a reference in the development of modern evening gown designs that are not only visually appealing but also possess good construction quality as well as relevant aesthetic and cultural value.

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