

Implementation of an Exclusive Concept in the Gallery Showroom & Typical Surabaya Batik Making Training

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Abstrak. One of the Surabaya government's efforts to preserve history and culture is to maintain the local batik industry. Surabaya batik designs have a strong and bold color concept. This Surabaya batik motif is inspired by the local area. Facilities to facilitate the development of typical Surabaya batik motifs can be said to be very minimal, for this reason the provision of facilities in the form of a Training Center and Gallery for Typical Surabaya Batik, as a medium for preserving and developing the creativity of typical Surabaya batik is very necessary. This design uses descriptive qualitative research with a scientific background of phenomena that occur in the field, through the process of collecting data from literature studies and field studies which are analyzed in detail and then explained descriptively, so that they can be used as a reference in designing the intended facilities. The design of the Surabaya Typical Batik Training Center and Gallery has an exclusive space concept, namely specializing Surabaya batik to be enjoyed in a luxurious room atmosphere and varied spatial experiences so that the space is not monotonous and makes Surabaya batik motifs a strong and bold design characteristic in that space.

Keywords: *Exclusive, Training, Gallery, Batik, Surabaya.*

1. Introduction

Surabaya is also famous for its history of independence and upholding local culture. This also forms the basis for the Surabaya government's concern in preserving history and culture, one of which is still maintaining the local batik industry as a form of participating in preserving local culture. Containing a variety of beautiful, distinctive batik motifs, Surabaya batik designs have strong and bold color concepts and are inspired by the local area. The Surabaya batik motifs that have been produced and marketed are the Kembang Semanggi motif, Sawunggaling motif, Cheng Ho motif, Ujung Galuh motif, Mangrove Rungkut motif, as well as distance and butterfly motifs (typical of Dolly's ex-localization). Apart from that, there are six Surabaya batik motifs that will be patented by the Surabaya government in 2022, including Sparkling, Kintir-Kintiran, Abhi Boyo, Gembili Wonokromo, Bungur and Remo Surabaya batik, and are starting to be marketed.

From the results of observations, the facilities to accommodate the development of Surabaya's own typical batik motifs can be said to be very minimal, apart from that, limited space is a problem that is often found in the facilities that are already available, such as having a place that is not too big so that the space inside becomes mixed up for the activity process. , the place for displaying batik has minimal space so that not much is displayed, because there is no special gallery space available, the batiks are displayed in other places, as well as limited training space, the room atmosphere tends to be monotonous and simple.

For this reason, the application of an exclusive concept in the Surabaya Typical Batik Making Training & Gallery Exhibition Room is needed which will later become a medium for batik craftsmen and enthusiasts to channel creativity in development and preservation. Not only that, space design is also important. Space is not only formed in maps, space is a reference place to indicate the position of an object and becomes a medium that allows an object to move. So, to make the space lively, it is given a touch in the form of a design that has been processed to provide a visual and emotional impression for the users of the space during their activities. By carrying out an exclusive concept, it is hoped that it can provide a more interesting and enjoyable space experience, especially for craftsmen and visitors who can carry out activities and enjoy batik in a space that is functionally and visually adequate.

2. Theoretical Framework

An art gallery is a public space that functions as a means to appreciate and study works of art, and also functions to provide encouragement for the public to play a positive role in creating art.(Anastasha and Susan 2022). The gallery is a place for presenting work to be communicated so that it can be appreciated by the wider community, it is also a form of business meeting between artists/producers and visitors/buyers to carry out marketing/buying and selling transactions.(Jessica, 2015). Several types of galleries include: The gallery in the museum is a special gallery for displaying objects that are considered to have historical value or rarity, Contemporary Gallery, which has a commercial function and is owned by individuals, *Vanity Gallery*, an artistic art gallery that can be transformed into an activity within it, such as education and employment, Architectural Gallery, to exhibit works in the field of architecture which have differences between four types of galleries according to their

respective characters, Commercial Gallery, for profit, private business to sell works. Not oriented towards seeking collective benefits from national or local governments.(Indriani and Wijayanti, 2020).

According to (Munitz, 1975) in (Hariyono Paulus, 2011) says that space is a place of reference to indicate the position of an object and becomes a medium that allows an object to move..Space is also a place where humans carry out activities and maintain their survival.(Sarihati, Widodo, and Design, nd, 2014)An exhibition room is a room or building where objects or works of art are displayed for display.(Salim, 2018). Interior design is a picture and accommodates user activities in it. In space, visual form, scale, lighting and dimensions are created, which interact to form a unity by the elements of form.(Lestari 2019).

Interior design influences views and imagery related to human personality and mood.In designing an interior room, it is formed in two dimensions, namely walls, ceiling and floor. Walls are vertical structures that serve as boundaries and protect an area, as well as to support roofs and ceilings. There are three types of walls, namely paritis, walls and retaining walls. The ceiling is the upper surface of a room, concave, round or barrel-shaped ceilings are usually designed for acoustic and visual value. The floor is the lower plane in a room, the floor also functions to support activities and form character in the room. Apart from that, there are interior elements, namely lighting, color and texture. Light influences the atmosphere of a room and supports the function of the room. Texture is the appearance or consistency of the surface of a material and materials used in interior design.

Training is a learning process that emphasizes practice rather than theory, which is carried out by a person or group using various learning approaches and aims to improve abilities in one or several specific types of skills.(Saputra, 2013). Batik training is an activity carried out by batik craftsmen and visitors or enthusiasts. Craftsmen or teachers provide education regarding batik techniques, and carry out the batik production process in stages based on the type of production, namely written batik, stamped batik and printed batik.(Ningrum and Nusantara, 2018)

Exclusive is apart from others, special or not included. Also providing limited recognition to certain circles; fashionable; and also distribution, limited use and display because of its high value. Batik comes from the Javanese words "amba" meaning writing and "nitik" meaning dot. What is meant is writing with wax. Making batik on white cloth (mori) using a canting with a small tip gives the impression of "someone writing dots". It can be concluded that batik is a painting art in the form of patterns/motifs produced from "malam" material using a tool called "canting" which is applied on white cloth/mori media.(Kustiyah and Iskandar, 2017).

What is the basis of a person's concept in designing in general will be realized directly in the interior by looking at the existing background.The Exclusive concept is to specialize in Surabaya batik to be enjoyed in an atmosphere luxurious spaces and varied space experiences, with apply materials such as natural stone, metal, and materials transparent, besides that the interior elements are made dynamic so that the space is not monotonous.So that integration can be achieved through the application of the following which are described as the main elements of the interior.

3. Research Methods

The method used is qualitative, descriptive, relying on field surveys, observations and use of documents. as a way to obtain research materials and data.(Poedjioetami, 2017). According to(Larasati and Fitri, 2023)In this research, there are several stages carried out, including: Collecting theories related to research obtained from journals and books, both via the internet and in physical form. Collecting data through literature studies, field studies and observations to obtain data that supports the discussion. research, data analysis is a decomposition process with the aim of being able to properly apply the exclusive concept to the gallery space and also to training in typical Surabaya batik.

4. Results and Discussion

4.1 Batik Gallery

Human relationships with space can be achieved well if the atmosphere presented provides a spatial experience for the user. (Sarihati, Widodo, and Design, nd, 2014).



Picture 1. Interior of the Batik Fabric Showroom
 Source : Personal Data 2024



Picture 2. Interior of the Batik Making Process Showroom
 Source : Personal Data 2024

Wall In the batik cloth showroom, the walls are finished in a plain white smoke color, to maintain a neutral atmosphere in the room to highlight the batik cloths on display. fabric displayed vertically and horizontally, to provide a varied and more interesting room atmosphere. For the exhibition space for the batik process, part of the wall area is used as a display media, where the batik cloth is stretched completely to cover the wall, making the area quite prominent, apart from that it also symbolizes the final process of making batik, namely striping the cloth. This exclusive side is shown. When visitors climb the stairs, visitors can enjoy the fabric display and it can even be seen from the next floor.

Ceiling For the ceiling, use white finishing gypsum material and do not add a particular pattern, leaving it plain. Combined with LED downlights and use of minimalist but elegant hanging lamps installed right above the sitting area.

Floor Consists of several sub floors and floor coverings which provide a surface for comfortable circulation for the movement of space users. The representative of the exclusive concept can be seen from the luxurious impression presented using Bardiglio marble slab type with a grey pattern and cream colored roman granite as the finishing of the floor in the showroom.

Lighting For the batik process exhibition room and batik cloth exhibition room, the dominant use is artificial lighting from LED lights, hanging lamps and spotlights according to the location of the works on display. Get a bright room atmosphere and be able to display batik exhibitions with good visuals.

Texture Visually, the use of marble and granite materials has a smooth surface, giving a cool feel to the room and giving a luxurious impression.

Color. Colors have an influence on people's moods and emotions, cold or hot, calming or exciting (Marsya and Anggraita 2016). The overall white tone of the gallery space can be seen from the use of walls, ceiling and floor colors which tend to be neutral and matching colors, giving the impression of a soft, wider space and can highlight the batik cloth on display.

Pattern In the batik cloth gallery room, a round carpet with striped motifs and pastel colors was added to the sitting area.

4.2 Batik Training



Picture 3 . Interior of the Batik Training Room
Source : Personal Data 2024

Wall Interior basically has the aim of conveying certain things to create a certain perception for those who see it, for example being able to give the impression of a certain atmosphere in the space. (Rachmat, G., & Safitri, R. 2019). The luxurious impression is obtained from the use of marble and granite materials on the back wall combined with gold aluminum which is made to frame the batik motif. The right wall is white smoke, there is a window opening with an Abhi Boyo batik motif added to the bottom, and brown HPL wood is also used. The use of a glass wall on the left side aims to add a spacious and transparent impression.

Ceiling The ceiling uses gypsum material and the middle part is made of white contortions representing mori cloth that has not been touched by the batik process, this gives the impression of a more lively and elegant space, and a minimalist hanging lamp is placed which adds an elegant impression.

Floor The canting process area in the cross-legged position is specifically made higher so that there is a difference between the road area and the batik making area. Floor finishing using The Bardiglio type marble slab material has a gray pattern and the roman granite type has a cream color. The floor covering material gives a cool atmosphere to the room.

Lighting The mencanting room uses lighting from LED lights which are placed in the appropriate position for making batik, a hanging lamp placed in the middle adds an elegant and aesthetic impression. The relationship between a building's plan and its height is not only important in spatial terms, but is also important in relation to the quality of natural light entering the building. (Margareth 2017). Use natural lighting from fairly large window openings. This opening is also intended for air circulation which can bring out the aroma produced from the materials used during the stamping and stamping process so that it does not settle in the room.

Texture Visually, the use of marble and granite materials has a smooth surface, giving a cool feel to the room and giving a luxurious impression.

Color In design, the element of color is an important thing that determines many things, including psychological impressions and meaning, so that it becomes the extraordinary interest of a design. (Margareth 2017). The entire training room shows a combination of neutral and warm colors which can be seen from the use of ceiling and floor wall colors which tend to be neutral and matching colors, there is also a dark brown color from the use of HPL which is placed at the bottom of the window.

Pattern In order to strengthen the batik atmosphere in the room, batik is applied to the walls and can also be seen on the ceiling, there are decorative elements with white curved patterns arranged along the ceiling.

4.3 Material Design

It is a type of material used in designing exclusive concepts in gallery exhibition spaces and batik training.

Table 1. Type of material

Material	Type
	Gypsum board
	Steel plate
	White downlights
	Low-E glass
	Bardiglio Marble Slab
	Roman Granite
	geometric Chandeliers
	HPL Mahony Teak - brown

5. Conclusion

In the design of the Exclusive Concept Implementation in the Surabaya Typical Batik Gallery Exhibition Room, apart from providing space according to needs, the design of the space is also important, the space is not only formed that way, but to make the space lively it is given a touch in the form of a design that is processed so that it gives a visual impression and emotional for space users during activities. So that both craftsmen and visitors can enjoy the batik exhibition and training process through a more interesting and enjoyable spatial experience. For this reason, it can be functionally and visually adequate so that later it can contribute as a medium of appreciation to increase knowledge about typical Surabaya batik as a local culture that needs to be preserved and developed.

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