



# Journal of Arts & Humanities

Volume 08, Issue 12, 2019: 32-42

Article Received: 18-11-2019

Accepted: 25-11-2019

Available Online: 19-12-2019

ISSN: 2167-9045 (Print), 2167-9053 (Online)

DOI: <http://dx.doi.org/10.18533/journal.v8i12.1794>

## Comparison of the Implementation of Ethical Fashion Concepts in Fashion Brands owned by the Native Balinese and by Foreign Citizens in Bali

Arini Arumsari<sup>1</sup>, Agus Sachari<sup>1</sup>, Andryanto Rikrik Kusmara<sup>1</sup>

### ABSTRACT

Bali is a region in Indonesia that is very well known due to its rapidly developing tourism and becoming the main economic driving sector. This sector also greatly affects others, including fashion. The number of tourists and migrants from abroad builds the Balinese market that is different from other regions in Indonesia. Fashion in Bali is very cosmopolitan, has a high and complex purchasing power. While on the other hand, the values of very strong Balinese cultures also keep taking a big role. These two things intersect a lot and appear in the development of fashion through the ethical fashion concept that is applied by many fashion brands in Bali. But in practice the ethical fashion concept is implemented differently by fashion brands owned by the Foreign Citizens with those owned by the Balinese themselves. This research discusses the comparison between the methods carried out by the two parties by collecting primary data through field observations and in-depth interviews. This research found that the instruments of ethical fashion such as employee rules, materials, and production processes were implemented differently. In fashion brands owned by Balinese such as Tarum Bali, Surya Indigo, Bali Arta Nadi and Ikat Batik, ethical fashion was implemented by using raw materials of natural fiber and dyes in the product manufacture. The products were also made by weaving techniques using manual looms by local craftsmen. Workers who did the weaving and dyeing processes were villagers where the workshop of the fashion brand is located. The local nature of the products gave a positive value for the welfare of the local people and also indirectly to the local area. It would not be so if the production process was carried out abroad and Bali was only a market. Furthermore, in comparing the methods carried out by fashion brands owned by foreign citizens and fashion brands owned by Balinese, the strengths, weaknesses, and opportunities for improvement were analyzed. At the end of the research, strategies to improve the development of fashion brands with ethical fashion concept in Bali as a whole are recommended.

**Keywords:** Design, fashion, ethical fashion, Bali, natural dye, natural fibre.

**JEL classification:** Q, Q2, Q5.

This is an open access article under Creative Commons Attribution 4.0 License.

<sup>1</sup> Doctoral Program of Visual Art and Design, Institut Teknologi Bandung, Jl. Ganeca No. 10 Bandung 40132 Indonesia  
Email: ariniarumsari@student.itb.ac.id

## 1. Introduction

Bali is one of the provinces in Indonesia that is very well known both domestically and internationally. Bali is famous as an area that has very beautiful natural resources and besides that, it also has a unique tradition that is very tightly held by the Balinese and is also practised in their daily lives (Raharjo dkk, 1998 : 131). These two things make Bali a tourist destination no.1 in Indonesia.

The rapidly developing tourism sector in Bali also makes other fields develop, including fashion. Fashion development in Bali keeps growing in modern times because of the Balinese culture and rich natural beauty as if it continues to provide inspirations for fashion practitioners to keep working. The development of fashion in Bali is greatly influenced by the tourism development as the major economic driver (Arumsari, 2019). These make Bali as the promising market for various developing industries, including fashion. After tourism, Bali is growing until now, there are many migrants who initially come to Bali to travel and then they finally settle down. Most of them set up businesses in the hospitality, culinary, fashion, craft, interior design, and other business sectors that support the ongoing tourism sector and become the main economic driving sector in Bali.

In addition to the market generated by the tourism sector development as explained above, there is a very unique traditional Balinese culture, which is also the cornerstone of fashion development in Bali. Compared to the cosmopolitan fashion market produced by the tourism sector, elements of traditional Balinese culture offer environmentally friendly textile and fashion production practices in meeting the lifestyles and global issues of ethical fashion that are in demand by these markets.

How the two main backgrounds above affect on the development of fashion in Bali today is explained in detailed in the discussion section which is divided into several sub-sections. The first sub-section outlines the development of Ethical Fashion Brands in Bali, which has two major classifications, namely fashion brands owned by Balinese and fashion brands owned by Foreign Citizens. The next sub-section gives details of the implementation of the Ethical Fashion concept in each classification, and also compares the two. Thus, at the end of this research, development strategy for fashion brands in Bali as a whole are analyzed and discovered.

## 2. Method

This study uses an ethnographic approach by collecting data in the forms of literature study, field observations and in-depth interviews with parties who play a role in the development of fashion industry, especially those with ethical fashion brands in Bali. The study begins with the presentation of data on the development of ethical fashion brands in Bali. The next, it is explained about the differences and comparisons of methods applied by the fashion brand owners who are the foreigners and the Balinese owners in applying the concept of ethical fashion. The foreign citizens' fashion brands which are the object of this research are BIASA, Goddes on the Go, Sundari Creation and Indosole. Meanwhile, the Balinese fashion brands are Tarum Bali, Ikat Batik, Bali Artta Nadi, Surya Indigo and Tenun I Putu Suarjana.

The next part is the analysis of the data collection that has been done, namely what are the strengths and at the same time what are the weaknesses that can be the improvement for the development of ethical fashion in Bali in the future.

## 3. Discussion

### 3.1 Ethical Fashion Brand in Bali

In its development up to now, in the fashion industry in Bali there are many owners who are the foreigners or foreigners who are in collaboration with the Balinese (Sudharsana, 2016). Many of brand owners are foreign citizens, it is because the fashion market in Bali is indeed very cosmopolitan. (Arumsari, 2019). So, the development of fashion industry in Bali also fulfill the demand and lifestyle of customers. Meanwhile, global issues developing in fashion industry and also in various design fields are about environmental and ethical issues. Then, it can be seen that fashion development in Bali also responds to such global issues.

Environmental and ethical issues in fashion industry in Bali are responded by many fashion brands that indeed specialize in making products within the scope of ethical fashion. The ethical fashion practices include not only the use of materials and environmentally friendly production techniques, but

also prioritizing ethical treatment of workers, in accordance with applicable regulations in terms of working hours, working environment, and wages. Kaikobad (2015) also states that there are 3 criteria so that a fashion product can be said to meet the fashion ethical concept, which uses as little as possible harmful chemicals, minimizes the use of land and water, and reduces the greenhouse effect in its production system.

In particular, based on the preliminary observations, because in Bali there are fashion brands owned by foreigners and also owned by the Balinese as mentioned above. So, even though the fashion brands embrace the concept of ethical fashion, but there are differences in the implementation of the concept of ethical fashion.

### 3.2 Implementation of Ethical Fashion in Fashion Brands owned by Foreign Citizens

The method used by fashion brands in the retail category owned by foreigners is to continue to use fabrics that come from environmentally friendly natural fibers such as organic fibers, organic cotton, and also lyocells or known as the trademarks of Tencel and Lenzing Modal. But these fabrics are not produced manually, for instance by using Non-machine Weaving Equipment (ATBM) or *gedhog* looms. They are produced in large factories with high-tech weaving in major textile factories in the world, especially in China.

An example is the brand of BIASA. The fashion brand is owned by Suzanna Perini, the Italian fashion designer, who started in 1994 to establish the fashion brand in Bali. BIASA products consist of resort wear collections with clothing types such as dresses, kaftans, blouses and skirts in loose pieces and according to a statement on the official website, the products are called contemporary style. The style is created from the selection of natural fiber materials and colored with natural dyes producing earthy colors and made with simple patterns, although its composition is often asymmetrical and unique as shown in the Figure.1 below.



Figure 1. BIASA Products with Organic Cotton Materials.  
(Source: [biasagroup.com/fashion](http://biasagroup.com/fashion))

Another example of fashion brand belonging to an Australian is the brand of Goddess on The Go. The products of this brand are intended specifically for expatriate women who travel or live in Bali. To support the convenience of its use in Bali, which is the tropical region, the products are made with the main materials of organic cotton fabric, bamboo fiber, rayon, and also lyocell with the trademarks of Tencel and Lenzing Modal. The type of clothing is a casual wear with the patterns that are intended to use for daily activities and also sports like yoga that is very popular in Bali. The size of the products or sizing of this fashion brand is relatively large compared with the size of retail fashion products of Indonesians or Asians in general, because it is for the European, American and Australian as shown in Figure.2 below.



Figure 2. Products of Goddess on the Go with Lenzing Modal Material.

(Source: <http://goddessontheho.com.au>)

Meanwhile, in other fashion industries owned by foreign citizens or a joint venture between the Balinese and foreigners, they choose the method of eco-innovation. This method is implemented by using advanced materials in its products and sophisticated technology in the manufacturing process. The materials and production techniques are not infrequently from outside Bali. Whether it is from other regions in Indonesia or abroad.

Table 1.

*Fashion Businesses owned by Foreigners in Bali*

NO	BUSINESS FASHION BRANDS	PRODUCTS	METHODS
1	Goddess on The Go		Products are produced using natural materials and made with high technology (advanced material), such as tencel and imported organic cotton.
2	Sundari Creation		Products are produced using natural materials and made with high technology (advanced material), such as tencel and imported organic cotton.
3	BIASA		Products are produced using natural materials and made with high technology (advanced material), such as tencel and imported organic cotton.

4 Indosole



The main products are used tires that are processed by the recycle method to become a footwear sol.

Field observations also show that some of the fashion brands above produce their products in Balinese local garment factories such as Siobhan & Fionnuala Garment Manufacturing and Yogi & Boo Garment Manufacturing that implement garment factories with the ethical fashion concepts. Ethical fashion practices are primarily about ethical treatments of workers, in accordance with the rules applicable to working hours, environment, and wages. In addition to the fashion brands above, there are also many fashion brands that are not from Bali and from abroad that produce their clothes there as the implementation of the ethical fashion concept. This shows that the concept that is increasingly echoed after the collapse of Rana Plaza in Bangladesh, which took many many lives of the garment workers, has been implemented in real terms in the fashion industry in Bali in particular.

### 3.3 Implementation of Ethical Fashion in Fashion Brand Owned by the Balinese

In the fashion brands owned by the Balinese, the major method used is the use of natural fibers and dyes as the main materials of fashion products. The use of natural dyes is included in the Ethical Fashion method because the raw materials of natural dyes are from leaves, tree barks, roots, fruits, flowers and various parts of plant originating from nature. While syntetic dyes are a mixture of chemicals that are harmful to nature as well as living things. Based on historical records, in the case of making woven cloth in Bali, the syntactic dyes had begun to enter around 1908 (Wronska et all, 35: 2015).

The practice of processing natural dyes is very commonly used in Indonesia, specifically in Bali, because it is the legacy of the Indonesian ancestors from various regions in Indonesia. It is when the development of the practice of making cloths and designing motifs on the fabrics began in various regions in Indonesia, by using textile engineering techniques such as weaving in various regions. The regions producing woven fabrics as mentioned by Suwati Kartiwa are as follows. On Sumatera island there are found in Palembang, Pasemah, Bangka, Belitung and North Sumatera; in Nusa Tenggara there are in Flores, Sumba, Rote, Sabu, and Bdao; Donggala, Rongkong and Galumpang are in Sulawesi; Tanimbar and Kisar are in Maluku; in Bali and West Kalimantan (Kartiwa, 18: 2010). In addition to textile engineering technique, there is also the processing of natural dyes in textile engineering technique, namely batik and jumputan in Java Island.

Based on the data found, at first the ancestors of Indonesian used natural dyes originating from the surrounding environment. The natural materials are also processed in such a way that is in accordance with tradition rules that are the parts of daily life and in line with nature. These natural dyes has been used in such various fabric production techniques since the 17<sup>th</sup> Century (Suheryanto: 2017). The colors that are usually produced by natural dyes are blue obtained from tarum or indigo plant (*indigofera tinctoria*); brown, red or purple derived from noni fruit (*morinda citrifolia*); yellow from turmeric (*curcuma domestica*); green is usually from a mixture of turmeric and indigo plant; and the black one is obtained by soaking the thread in mud or from the mixture of indigo with other dyes (Kartiwa, 12: 2007).

The color of brown or *soga* can also be produced from high bark (*criops condolleana*), Jambal bark (*peltaphorum ferruginum*) da tegeran stem (*crudania javanesis*) (Suheryanto, 2017).

The Balinese fashion brands using natural fibers and dyes in their products are Tarum, Ikat Batik, Surya Indigo and Tenun Bali Arta Nadi. The background of applying and developing the eco-innovation method in fashion brands is due to the experience of each brand owner that makes him realize the importance of running the fashion business with an environmentally friendly concept. First, the owners of these fashion brands realize that the fashion industry is the industry that is very potential to develop economically. There are many people who can make an economic profit from this industry.

The fact is obtained from the interviews conducted with the fashion brand owners, they are I Made Arsana Yasa, Tjokorda Agung Pemayun, and I Nyoman Sarmika.

As an example I Made Arsana Yasa revealed in a conducted interview. The background of his founding of Tarum Bali is that in his work carried out previously in 90s, Made Arsana worked for a foreign citizen who had a garment business in Bali. At the garment company, many fabric coloring processes were carried out using synthetic dyes. Waste from dyeing with synthetic dyes was difficult to be processed and it was discharged by the company to the environment around the factory and it polluted nature. At that time many people around there were angry and protested, but the problems occurred were not fully addressed by the company owners. The matters provided the determination for Made Arsana then to establish his own business in the field of textile and fashion that was more environmentally friendly and did not disturb the surrounding community.

When it was first established and began processing colorings with natural dyes, there were only 10 workers recruited by Tarum Bali and not permanent ones. They were only employed when there was demand for goods. But currently there are 30 employees and they are permanent employees to produce about a total of 5000 meters of fabric monthly. At present, more than 50% of Tarum production is exported to a number of continents, that is Asia (China, Japan, and Singapore), America (USA and Canada), Europe (Netherland, Sweden, Germany, France), and Australia. A number of major projects had been undertaken by Tarum since 2009 to 2010, it had worked on decoration product and interior design for the Grand Hyatt in Singapore and Hong Kong. Meanwhile, the Paris fashion brand, Pigalle, also ordered 80% of its interior raw materials from Tarum. Japanese consumers flock to buy Tarum products because the colors are very natural.



Figure 3. Examples of Fashion Products from Tarum Bali Displayed in the Showroom

More specifically, the fashion businesses mostly use raw materials derived from fibers such as cotton, hemp and silk. Then the coloring processes use natural dyes, namely noni, turmeric, Indigofera, teak leaves, mahogany leaves and ketapang leaves. More specifically in Tarum Bali, the natural dyes are leaves. Based on the conducted interviews, selecting the type of natural dyes from leaves is the consideration of the fashion business owner, I Made Arsana Yasa. He said that choosing the leaves of a tree to be used as a natural coloring agent, it would not hurt the tree compared to the matter, what is taken from the tree is its tree bark, fruit, flowers, stems or roots. In addition, natural dyes from leaves are easy to breed because they can be harvested several times. Dyes from leaves are also easily made into extracts, so that natural dyes that are easily obtained and processed make them easy to do large-scale production. The remaining extracted leaves are still not polluted and beneficial to nature by being used as compost.



Figure 4. Yarns and Fabrics through the Coloring Process at the Tarum Bali Workshop

Another example is obtained from an interview with I Nyoman Sarmika. It is said that he previously worked as a manager at a five-star hotel in Bali. During his career in the hospitality industry, he socialized with business people from various countries. On various occasions, as a young Balinese from Tedjakula District, Singaraja Regency, he sometimes told the potentials of his area that had a unique handicraft in the form of woven Bebal cloth. After showing examples of woven fabric, many of his business partners praised the beauty of the woven fabric and supported him to further develop it. So then he decided to quit his job at the five-star hotel and set up Surya Indigo to develop the Bebal woven cloth and was able to improve the economy of the people in Tejakula.



Figure 5. Process of Weaving Yarns into Fabric Using Non-machine Weaving Equipment (ATBM) at the Tarum Bali



Figure 6. Process of Weaving Yarns into Fabric Using Gedhog Weaving Equipment at the Surya Indigo Workshop

Table 2.

*Fashion Business Owned by the Balinese*

NO	FASHION BUSINESS BRANDS	PRODUCTS	METHODS
1	Surya Indigo		Using fiber raw materials and natural dyes in the manufacture of its products. Products are made using weaving techniques and manual looms by local craftsmen in Tedjakula Village.

2	Tarum Bali Sejahtera		Using fiber raw materials and natural dyes in the manufacture of its products. Products are made using weaving techniques and manual looms by local craftsmen in Blahbatuh District.
3	Bali Arta Nadi		Using fiber raw materials and natural dyes in the manufacture of its products. Products are made using weaving techniques and manual looms by local craftsmen in Sidemen Village.
4	Tenun I Putu Suarjana		Using fiber raw materials and natural dyes in the manufacture of its products. Products are made using weaving techniques and manual looms by local craftsmen in Karangasem Village.
5	Ikat Batik		Using fiber raw materials and natural dyes in the manufacture of its products. Products are made using weaving techniques and manual looms by local craftsmen in Pejeng Village.

**4. Data analysis**

The differences of the fashion brands owned by foreigners and the Balinese are as follows:

Classification of Brand Owner Factors Compared	Brands Owned by the Balinese	Brands Owned by Foreign Citizens
Types of Raw Materials (Fiber and Dyes)	Using natural fibers, such as organic cotton, lyocel, as well as bamboo fiber.	Natural dyes and fibers originating from Indonesia or even self-cultivated.
Fabric Production Site	The processing of natural fibers and fabrics is carried out in large high-tech factories abroad.	The process of coloring and weaving is done in the workshop of each brand, located in Bali.
Fabric Production Process	Fabrics for clothing are made by weaving or knitting techniques in large high-tech factories, not made manually.	Fabric as a garment is made by manual weaving (ATBM and Gedhog Loom).
Clothing Production	The clothing	The sewing process can

Site	production process is mostly done out side of Bali island or abroad. The products are imported from abroad, Bali is only a market for product marketing.	be done in another workshop, but still in Bali.
Added Values in the Form of Spiritual Values	The products mostly do not have the values of local content, e.g. Balinese traditional ornaments. They are aimed at fulfilling today's modern and cosmopolitan lifestyle in Bali.	The products have strong local contents, such as colors, ornaments, clothing styles that are similar to traditional clothing, and also the production process is carried out while praying routinely in practicing the values of spirituality.

## 5. Conclusions and recommendations

Based on the above data display it is about the development fashion industry with the concept of eco-friendly in Bali. It is concluded that the production method used by most of the fashion brands is the use of natural fibers and dyes. Whether it is the manual production process as well as it is carried out in Bali or the production process uses high technology in large textile factories at home or abroad. In various environmentally friendly theories in the field of fashion or design, the method of using natural fibers and dyes is included in the safe, non-toxic, non-harmful or even low impact method. The various terms above basically refer to the use of eco-friendly material or raw materials. Environmentally friendly (eco-friendly) here means that it does not contain toxic substances that can be harmful for the environment and living things.

Then, the SWOT analysis of the use of natural dyes in various fashion brands in Bali is carried out. The strength of the phenomenon is a method of coloring with natural materials and the method is clearly the environmentally friendly one and becomes an advantage of natural method with syntectic dyes that are harmful to nature. But the weakness of the method is a long and complicated production process so that ultimately it produces more expensive fashion products than other similar products that are made by the method of coloring with syntetic dyes. The threat faced by this method is that many other products are marketed with cheaper and more attractive synthetic dyes. But also at the time the method of natural coloring has the opportunity to exist, because it is starting to have a potential market that has already understood and wanted the fashion products with the natural dyes. So, based on the above analysis, here are the recommendations for strategies offered to be developed so that the methods of ethical fashion carried out by fashion brands in Bali can be further developed.

Table 3.

*Development Strategy Based on the SWOT Analysis*

	Strength	Weakness
Threat	Up-dating the products to fit the fashion trends and lifestyle needs of the community.	Searching for methods of processing natural dyes with the latest technology to overcome obstacles in the production process.
Opportunity	Exhibitions and publications of natural coloring products are held more intensely and broadly with various media to expand the market.	Further socializing on the benefits of using natural dyes in the design of fashion products and industrial development broadly.

Aspects of product development that can be further optimized are product styling that follows fashion trends and lifestyle needs desired by the community. Since, as shown in the discussion section above, products made by fashion brands owned by Balinese are still very simple, and in fact many are

still in the form of cloth. Processing these fabrics into stylish fashion products without reducing their uniqueness will further enhance the function value and also the selling value of the products.

To overcome the obstacles of the lengthy production process with natural dyes and manual weaving, there is a need to searching for methods of processing natural dyes with the latest technology. With today's technological development in all fields, it is very likely to find such advanced natural coloring technology. If individual brand owners have difficulties to find such technology, it is hoped that the government, associations, or organizations can facilitate the need.

To broaden the scope of the Ethical Fashion practices development, large institutions such as governments, associations, or organizations are also expected to help fashion brands to broadly socialize the benefits of using natural dyes to the fashion product designs and industrial development. For example, the can hold exhibitions and publications of natural dyes fashion products intensively and extensively using various media to expand the market and to educate the public.

## References

- Arumsari, A. (2019). Cosmopolitanism on Fashion Industry in Bali as an Impact of the Development in Tourism Sector. Paper presented at COMDITE 2019, Bandung, Indonesia
- Biasa Group (2018, June 11) Biasa's Collection. Retrieved from Biasa Group website: <https://biasagroup.com/collection/>
- Goddess On The Go (2018, June 11) Goddess On The Go Collection. Retrieved from Goddess on the Go website: <http://goddessonthe-go.com.au>
- Kaikobad, N. K., Bhuiyan, Md. Z. A., Zobaida, H. N., Daizy, A. H. (2015). Sustainable and Ethical Fashion: The Environmental and Morality Issues. IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 20, Issue 8, Ver. I (Aug 2015), PP 17-22 e-ISSN: 2279-0837, p-ISSN: 2279-0845.
- Kartiwa, S. (2007). Ragam Kain Tradisional Indonesia: Tenun Ikat. Jakarta, Indonesia: PT Gramedia Pustaka Utama
- Kartiwa, S., Hermanto, U. (2010). Tenun Ikat: Indonesia's Ikat Weaving Tradition. Jakarta, Indonesia: Kementrian Kebudayaan dan Pariwisata Republik Indonesia
- Raharjo, S., Munandar, A. A., Zuhdi, S. (1998): Sejarah Kebudayaan Bali: Kajian Perkembangan dan Dampak Pariwisata. Jakarta: CV Eka Dharma
- Sudharsana, T. I. R. C. (2016). Global Fashion Discourse in Cosmopolitan Kuta. International Journal of Multidisciplinary Educational Research Vol 5, Issue 8 (1), August 2016
- Suheryanto, D. (2017). Natural Dyes: Ensiklopedia Zat Warna Alami dari Tumbuhan untuk Industri Batik. Yogyakarta: CV Andi Offset
- Wronska, M. (2015). Balinese Textile for Gods and People. Poland: Central Museum of Textilein Lodz