



THE ARASY TOWER AS AN INSPIRATION IN CONTEMPORARY FASHION

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ABSTRACT

My work entitled "Menara Gentala Arasy as a Source of Inspiration in Contemporary Fashion", is inspired by the architecture of the Gentala Arasy Tower and the Gentala Arasy Bridge by taking several forms and ornaments found on the tower and bridge such as the shape of a clock, ornaments on the tower and the architecture of the bridge in the form of motifs on clothing using sequin techniques that form the Gentala Arasy Bridge motif. Contemporary clothing that combines traditional nuances with futuristic elements through a combination of classic Jambi batik materials and modern American drill. The silhouette of this dress is dominated by wide, layered cuts on the sleeves, asymmetrical cuts, with tower and clock motif embroidery, giving a strong impression of local identity. In the middle there is a clock and tower motif made with a thread-embroidered technique, reflecting the combination of time and architecture. The dark blue and orange colors provide a dynamic contrast, enhanced by the thread-embroidered motif on the sleeves. The choice of colors is directly inspired by the Gentala Arasy Tower, namely golden yellow, red, emerald blue, and black. The materials used are Satin Bridall, American Drill, and Batik Jambi. The creation method begins with preparation, namely conducting a field survey to find sources of ideas or themes, and formulating creative ideas to provide a better understanding of the form of work created and looking for literature or references related to the creative idea. The embodiment of the work uses the technique of connecting and boutique.

Key Words: Tower Of Gentala Arasy, Jambi Batik



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INTRODUCTION

The Gentala Arasy Tower is an iconic clock tower located on the banks of the Batanghari River, Jambi City, Jambi Province, Indonesia. This tower is one of the historical and cultural symbols of the Jambi people. The building of the Gentala Arasy tower, combines modern and traditional architectural elements. The Gentala Arasy Tower is also equipped with a museum that stores various historical and cultural artifacts of Jambi, and is a tourist attraction that attracts many visitors.

The name Gentala Arasy stands for "Genah Tanah Lahir Abdurrahman Sayoeti," which refers to a local community leader. Meanwhile, the word "Arasy", means throne in Arabic which refers to the greatness of God. Overall, this name symbolizes the hope of the people of Jambi that the tower will become a symbol of glory and progress, as well as the spiritual relationship between humans and God (Sayoeti, A. R. 2015).

The elements found in the Gentala Arasy Tower are of interest to the artist, because it has a unique architectural design, its towering shape is decorated with carved details and a combination of traditional and modern elements, such as the shape of the dome, a large clock, ornaments at the bottom of the tower, and Latin letters on the tower fence. These elements are applied to contemporary clothing. This element can be translated into fashion design with silhouettes, colors, ornaments, and several other elements in the form of motifs with embroidery and fixation techniques. In addition, this tower serves as a historical symbol of Islamic civilization in Jambi. The Malay calligraphy motifs and ornaments contained in its architecture can be adapted as decorative elements in fashion design, and the dominance of yellow, blue, red and green colors on the tower symbolizes the luxury and warmth of Jambi culture. This color can be implemented through the selection of fabrics, textures, and accents in fashion design.

Contemporary fashion is a representation of a style of dress that reflects the dynamics of trends, aesthetic values, and the identity of modern society. This style is not bound by certain temporal limitations, but rather evolves with the social, cultural, and technological changes that occur today. Its main characteristics include an exploration of design structures, materials, and production techniques, as well as the integration of traditional and modern elements as a form of expression of freedom in work. As noted, Barnard (2002), in *Fashion as Communication* states that contemporary fashion plays a role as a visual communication medium that reflects identity, thoughts, and ideas through visual elements such as shapes, colors, and fashion styles.

The main characteristic of contemporary fashion is that the exploration of

shapes and silhouettes is not limited to conventional rules. The artist's contemporary fashion features an asymmetrical, oversized structure and the integration of various styles and cultures that adapt elements of global fashion trends. To create a unique and universally relevant aesthetic, functionality and flexibility, the work is designed to be worn in a variety of situations, both casual and formal. The fashion work embodied in contemporary fashion is to apply several iconic items of the Gentala Arasy tower.

In its application, the addition of asymmetrical fabric is given to the clothing, precisely at the top of the clothing or the bottom of the clothing. The application of this icon is, by using embroidery techniques. The creator tries to create contemporary fashion, with a unique, modern look, and does not violate dress norms. However, it still preserves culture by maintaining traditional elements, such as the iconic motif of the Gentala Arasy Tower and the application of Jambi batik in the creation of works.

METHODOLOGY

In the process of making this work, it goes through several steps, which are as follows:

1. Body Measurements

Body measurements function as a reference in making a fashion pattern, this size shows how big or small a person's body shapes. Ready to wear clothing uses standard oversize sizes, while deluxe and haute couture ready to wear clothing use the size of the fashion model's body with an average height of 160-170 cm. Here are the standard oversize sizes used:

Table 1 Oversize Standard Size

Yes	Size	Cm	Yes	Size	Cm
1	Full Length Shirt	145	12	Sleeve length	55
2	Body Circumference	120	13	Armpit Circumference	57
3	Waist Circumference	100	14	Underarm circumference	34
4	Hip Circumference	120	15	Arm Center Circumference	44
5	Hip Height	22	16	Pisak Length	75
6	Shoulder Width	15	17	Knee circumference	50
7	Back Width	40	18	Foot Bottom Circumference	40
8	Face Width	46	19	Thigh Circumference	80
9	Back length	40	20	Pants Length	100
10	Face Length	38	21	Shirt Length	45



Picture 1 Model Body Measurements
(Doc: Mutia Witri Sari, 2025)

Table 2 Model Body Size

Yes	Size	Cm
1	Shirt length	145
2	Shoulder width	120
3	Chest circumference	100
4	Abdominal circumference	120
5	Hip circumference	22
6	Sleeve length	15
7	Arm circumference	40

2. Creating a 1:4 Pattern Break

Creating a 1:4 pattern breaking is a method that is used to reduce the size of a garment pattern without changing its proportions. This method means the pattern will be made four times smaller than its original size. The creation of 1:4 pattern breakage aims to make the details and fractions of patterns in the design can be drawn easily, the design or breakage of the pattern can also minimize errors when producing patterns with a size of 1:1. The process of making a 1:4 pattern break using newsprint and a small size pattern roller, then visualized into digital form.



Picture 2 Creating a 1:4 pattern break
(Doc: Weni Endangsari, 2025)

3. Material Design and Cost Details

Material design and price design are a very important part of the fashion manufacturing process. Material design is calculating the amount of materials needed to make clothing. The material design is made in a 1:4 scale and fits the pattern that has been changed, including a 2 cm kampuh and a hem. The purpose of designing this material is to avoid making mistakes in cutting patterns on the actual fabric. The process of making the material design is to attach a 1:4 pattern on newsprint with the length and width of the purchased fabric plane.

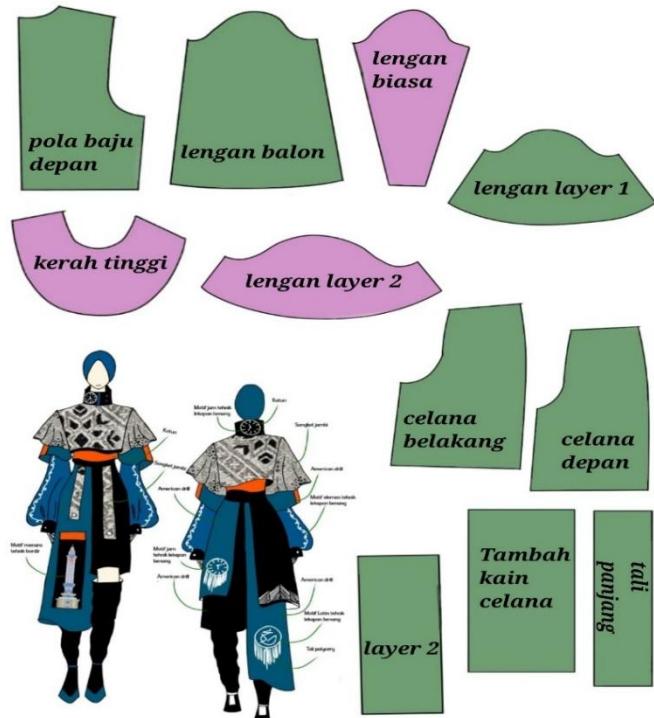


Picture 3 Material Design Creation
(Doc: Weni Endangsari, 2025)

Cost details are the cost required for the purpose of making clothes and can determine the selling price of a garment. Making a breakdown of costs aims as a guideline for how much it costs during the implementation period of fashion creation. The breakdown of the pattern, material design, and cost details that have been made are as follows:

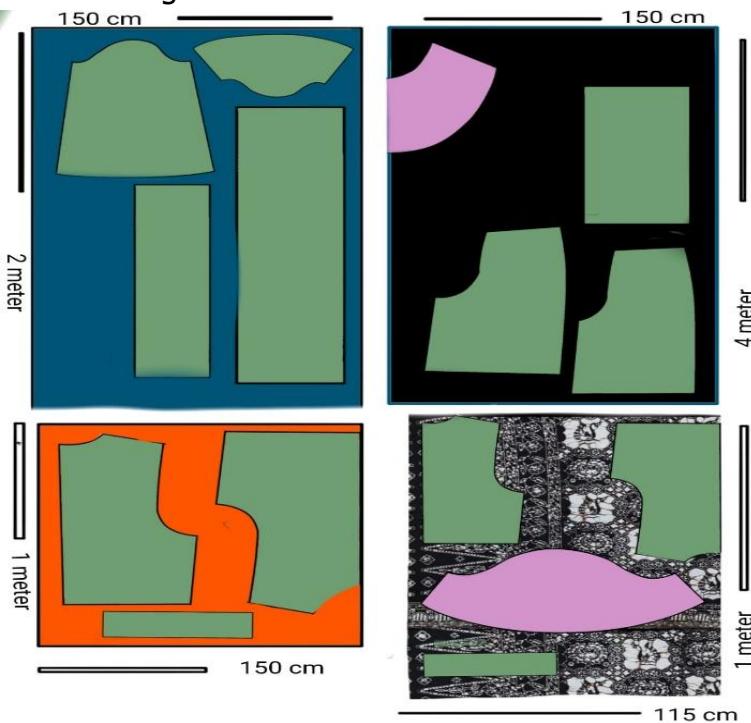
a. Ready to Wear

1) Pattern Breakdown



Picture 4 Broken Pattern Ready To Wear (Design: Wella Endangsari, 2025)

2) Material Design



Picture 5 Material Plan (Design: Wella Endangsari, 2025)

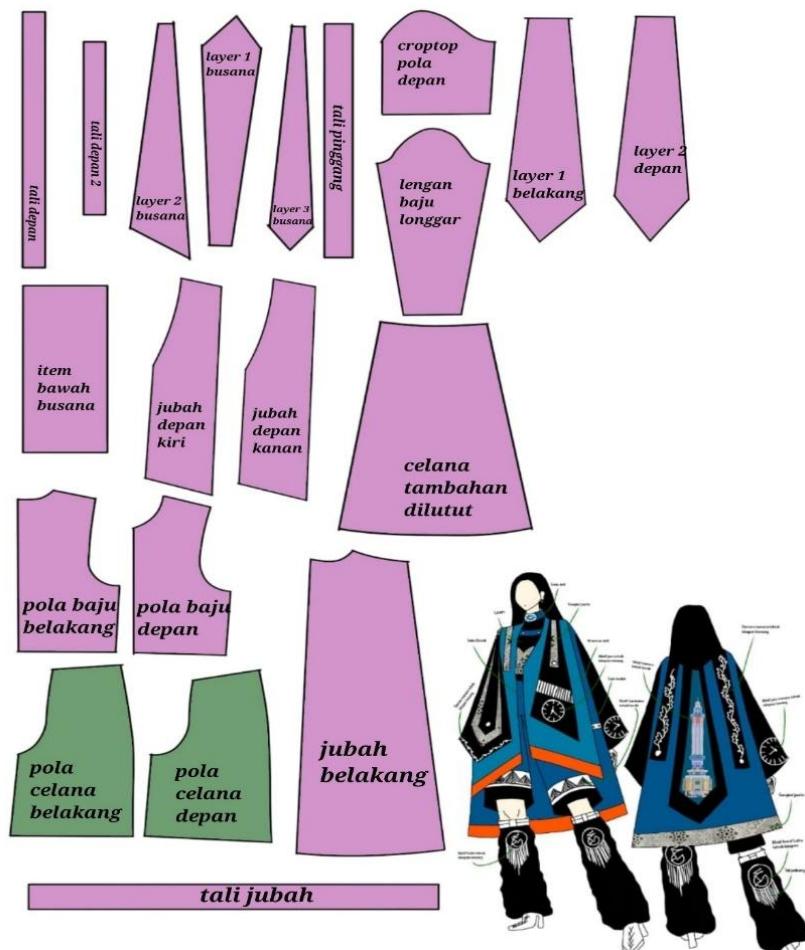
3) Cost Details

Table 3 Ready to Wear Cost Details

Yes	Size	Cm
1	Shirt length	145
2	Shoulder width	120
3	Chest circumference	100
4	Abdominal circumference	120
5	Hip circumference	22
6	Sleeve length	15
7	Arm circumference	40

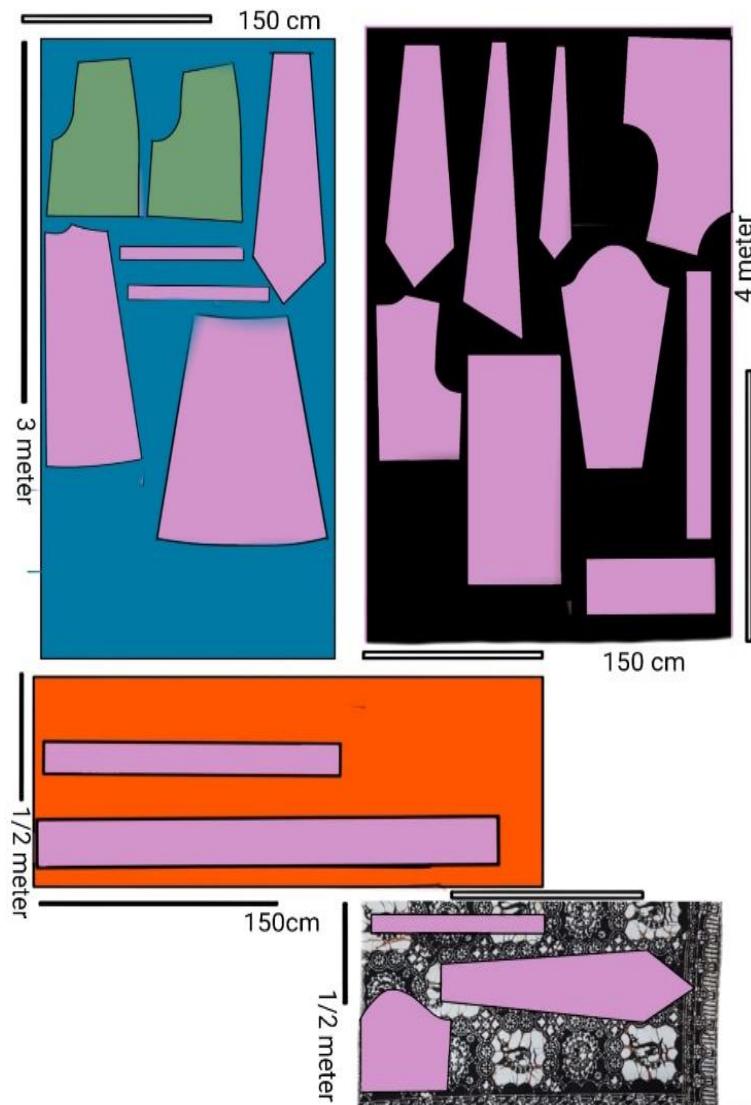
b. Ready to Wear Deluxe

1) Pattern Breakdown



Picture 6 Break The Pattern *Ready To Wear Deluxe*
(Design: Wella Endangsari, 2025)

2) Material Design



Picture 7 Material Plan
(Design: Wella Endangsari, 2025)

3) Cost Details

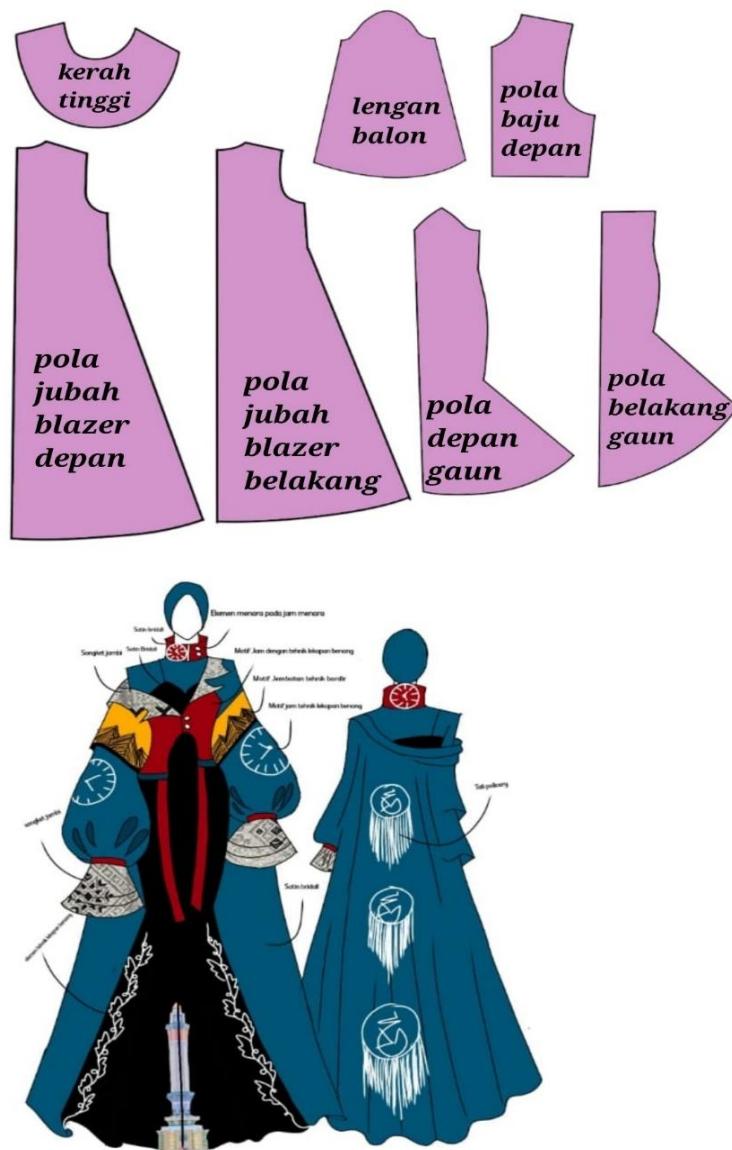
Table 4 Ready to Wear Deluxe Cost Details

Item Name	Volume	Unit	Unit Price	Pricing Details
Batik Jambi	2	Meter	IDR 250,000	IDR 500,000
Satin Bridall Emerald Blue	8	Meter	IDR 20,000	IDR 300,000
Satin Bridall Black	8	Meter	IDR 20,000	IDR 300,000
American drill Black	8	Meter	IDR 30,000	IDR 240,000
American drill orange	3	Meter	IDR 30,000	IDR 60,000
American Drill Yellow	2	Meter	IDR 30,000	IDR 60,000
Cotton Rope	2	Meter	IDR 15,000	IDR 30,000
Foot studs	2	Pcs	IDR 8,000	IDR 16,000
Emerald Blue Yarn	1	Roll	IDR 3,000	IDR 3,000

Item Name	Volume	Unit	Unit Price	Pricing Details
Yellow Yarn	2	Roll	IDR 3,000	IDR 6,000
Black Thread	1	Roll	IDR 5,000	IDR 5,000
Shirt Zipper	2	Pcs	IDR 15,000	IDR 30,000
Pants Zipper	2	Pcs	IDR 5,000	IDR 10,000
Chicken Eyes	24	Pcs	IDR 1,000	IDR 30,000
Common thread	1	Pcs	IDR 5,000	IDR 5,000
Orange yarn	1	Roll	IDR 5,000	IDR 5,000
Embroidery	1	Motif	IDR 50,000	IDR 50,000
Total Cost				IDR 1,650,000

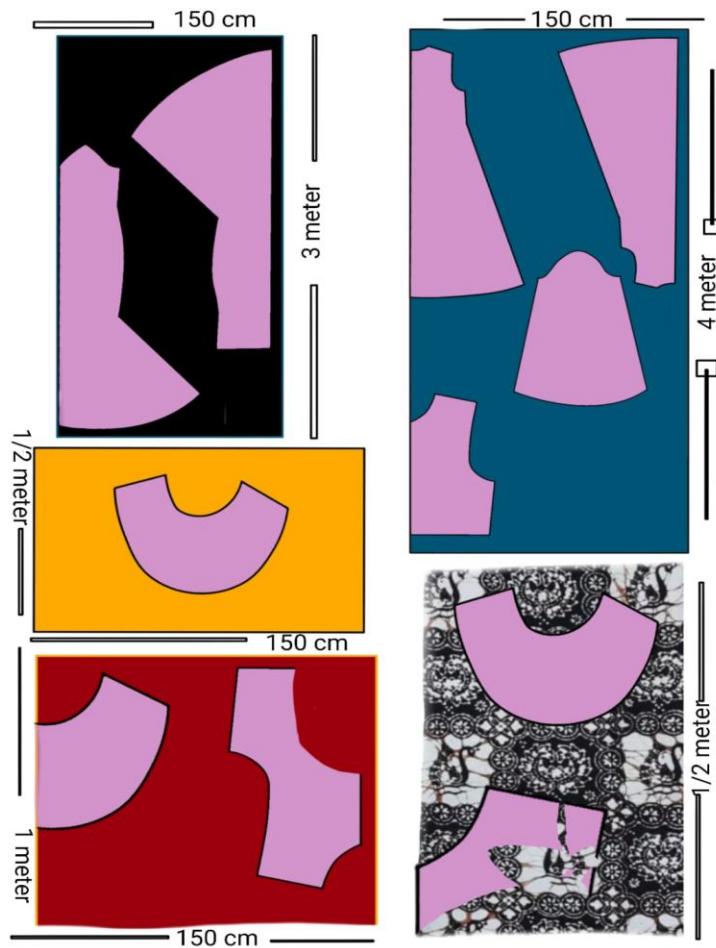
c. Haute Couture

1) Pattern Breakdown



Picture 8 Breaking *The Haute Couture Pattern*
(Design: Wella Endangsari, 2025)

2) Material Design



Picture 9 Material plan
(Design: Wella Endangsari, 2025)

3) Cost Details

Table 5 Haute couture Fee Details

Item Name	Volume	Unit	Unit Price	Pricing Details
Batik Jambi	2	Meter	IDR 250,000	IDR 500,000
Satin Bridall Emerald Blue	8	Meter	IDR 20,000	IDR 300,000
Satinn Bridall Black	8	Meter	IDR 20,000	IDR 300,000
American drill Black	8	Meter	IDR 30,000	IDR 240,000
American drill orange	3	Meter	IDR 30,000	IDR 60,000
American Drill Yellow	2	Meter	IDR 30,000	IDR 60,000
Cotton Rope	2	Meter	IDR 15,000	IDR 30,000
Foot studs	2	Pcs	IDR 8,000	IDR 16,000
Emerald Blue Yarn	1	Roll	IDR 3,000	IDR 3,000
Yellow Yarn	2	Roll	IDR 3,000	IDR 6,000
Black Thread	1	Roll	IDR 5,000	IDR 5,000
Shirt Zipper	2	Pcs	IDR 15,000	IDR 30,000
Pants Zipper	2	Pcs	IDR 5,000	IDR 10,000
Chicken Eyes	24	Pcs	IDR 1,000	IDR 30,000

Item Name	Volume	Unit	Unit Price	Pricing Details
Common thread	1	Pcs	IDR 5,000	IDR 5,000
Orange yarn	1	Roll	IDR 5,000	IDR 5,000
Embroidery	1	Motif	IDR 50,000	IDR 50,000
Total Cost				IDR 1,650,000

4. Making 1:1 Pattern Breakage

Making 1:1 pattern breaking is the process of making patterns with the exact same scale as the original size. Patterns in 1:1 scale are the same as patterns in 1:4 scale, only the size is adjusted to the actual pattern.



Picture 10 Creating a 1:1 pattern break
(Doc: Weni Endangsari, 2025)

5. Cutting Materials

One of the important steps in the process of making clothes is cutting the material; This step must be done carefully and carefully because the result of poor material cuts will have an impact on the appearance of the clothes. Cutting fabric must also consider the direction of the fabric fibers because it greatly affects the seam results.



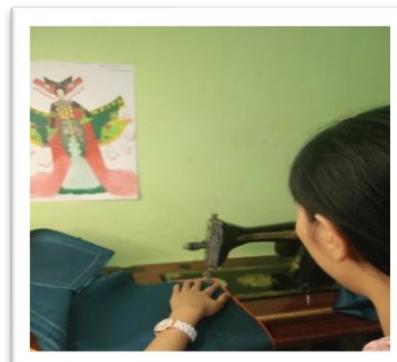
Picture 11 Cutting materials
(Doc: Weni Endangsari, 2025)

6. Sewing Process

The process of sewing fashion works is divided into two categories. Ready to wear works are sewn using the relapse technique without the use

of furing. Ready to wear deluxe and haute couture works are sewn with boutique techniques and use furing on the weaves. The following is the process of sewing ready to wear, ready to wear deluxe, and haute couture works using boutique sewing techniques, as follows:

a. Sew Kampuh Main Material



Picture 12 Sewing kampuh main material
(Doc: Weni Endangsari, 2025)

b. Sew Sleeves and Handcuffs



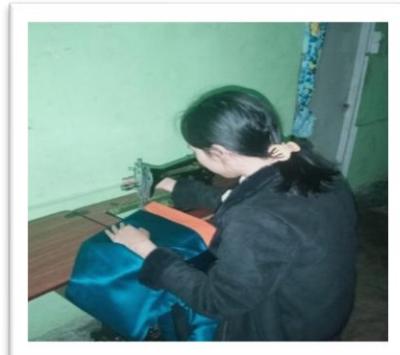
Picture 13 Sew arms and handcuffs
(Doc: Weni Endangsari, 2025)

c. Sewing Batik Joints on the Main Material



Picture 14 Sewing Batik Splicing On The Main Material
(Doc: Weni Endangsari, 2025)

d. Sew Edges



Picture 15 Sewing edges
(Doc: Weni Endangsari, 2025)

e. Sew Neck Collar



Picture 16 Sewing The Neck Collar
(Doc: Weni Endangsari, 2025)

f. Sewing Pants Waist Rubber



Picture 17 Sewing Rubber Waist Pants
(Doc: Weni Endangsari, 2025)

RESULT AND DISCUSSION

1. Ready to Wear

Front and Back Appearance Fashion Works



Picture 18 Front And Rear Look Fashion *Ready To Wear*
(Doc: Rehan, 2025)

Information:

Heading	: Tower São Paulo São Paulo As an Inspiration in Contemporary Fashion
Year	: 2025
Color	: Emerald Blue, Black, and Orange
Kind	: Contemporary Fashion
Material	: Jambi Batik, American drill and Satin Bridall.
Decorative Techniques	: Embroidery Sequin, Sequin, Sequin, and Thread Fixtures
Size	: L

Model name : Alda Tania

2. Ready to Wear Deluxe

Front and Back Appearance Fashion Works



Picture 19 Front and rear *ready-to-wear deluxe*
(Doc: Rehan, 2025)

Information:

Heading :Tower São Paulo São Paulo As an Inspiration in Contemporary Fashion
Year : 2025
Color : Emerald Blue . Black, and Orange
Kind : Contemporary Fashion

Material : Jambi Batik, American drill and Satin Bridall.
Decorative Techniques : Embroidery Sequin, Sequin, Sequin, and Thread
Fixtures
Size : L
Model name : Princess Aisyah

3. Haute Couture

Front and Back Appearance Fashion Works



Picture 20 Fashion Front and back view *of haute couture*
(Doc: Rehan, 2025)

Information:

Heading : Tower São Paulo São Paulo As an Inspiration in

Contemporary Fashion	
Year	: 2025
Color	: Emerald Blue . Black, red and Orange
Kind	: Contemporary Fashion
Material	: Jambi Batik, American drill and Satin Bridall.
Decorative Techniques:	Embroidery Sequin, Sequin, Sequin, and Thread Fixtures
Size	: L
Model name	: Farah Diva

CONCLUSION

The report entitled "Menara gentala arasy as inspiration in contemporary fashion" uses Jambi batik wastra material as a supporting medium and the basic material of satin bridall. The types of works realized are 1 (one) ready-to-wear clothing, 1 (one) ready to wear deluxe clothing, and 1 (one) haute couture clothing. Ready to wear clothing is realized in oversize and ready-to-wear deluxe and haute couture clothing is realized in the size of fashion models with an average height of 170 cm.

This fashion work is intended for groups that pay attention to the philosophy of life, appreciate the concept of local culture and wealth. The clothes that are realized can be used for daily clothes, office clothes, party clothes and even gala show clothes. Sewn with village and boutique techniques makes the clothes look neat, combined with detailed quilting techniques and sequin embroidery that add a unique and luxurious impression. Various forms of clothing start from overalls, suits, turtlenecks, shirts, outer, shorts.

The works that were realized were then displayed in a fahion show and exhibition of works, located at the Hoerijah Adam Performance Building, Indonesian Institute of the Arts Padangpanjang, on Wednesday, June 4, 2025 at 14.00 WIB. The theme of the fashion show raises the issue of cultural diversity in the Malay scope. This fashion show event was opened directly by the Head of the Fashion Design Study Program, Faculty of Fine Arts and Design

and attended by students, lecturers, and the academic community of the Indonesian Institute of the Arts Padangpanjang. Fashion Design of the Faculty of Fine Arts and Design and was attended by students, lecturers, and the academic community of the Indonesian Institute of the Arts Padangpanjang.

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