



Endek to be an International Clothes of G20 Summit

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ABSTRACT

Endek, as one of the Balinese woven cloths, has existed since the reign of King Dalem Waturenggong in Gelgel, Klungkung Regency. Since the 16th century, people in Bali have made their traditional cloth using hand-operated machine looms and other simple tools. The name *Endek* derives from *gendekan* or *ngendek*, which means silent or unchanged in color. Economic recovery efforts are a priority for the Province of Bali during the COVID-19 pandemic. Including increasing the value of Balinese cultural heritage, *Endek* woven fabrics. The government carries out massive promotions through various activities, exhibitions, to the promotion of *Endek* fabrics by international designer Christian Dior at Paris fashion week in 2020. In addition to having aesthetic value, *Endek* woven fabrics have high economic value for improving the welfare of weavers to SMEs. In the G20 Summit event in the province of Bali, the government proposed that state delegates attending the G20 Summit (KTT) wear clothes made from *Endek* or traditional Balinese woven fabrics. Later, the Balinese people would also get the opportunity to achieve a great economic benefit from the international event.

Keywords: Endek, International, G20 Summit.

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BACKGROUND

Initially, clothing's sole purpose was as a basic human need to protect itself from constantly changing weather. Along with human development, garments climbed from basic needs into an object that determines someone's status and position. *Endek*, as one of the Balinese woven cloths, has existed since the reign of King Dalem Waturenggong in Gelgel, Klungkung Regency. Since the 16th century, people in Bali have made their traditional cloth using hand-operated machine looms and other simple tools. The name *Endek* derives from *gendekan* or *ngendek*, which means silent or unchanged in color.¹ The name relates to the after-coloring process where the yarn is tied and dyed. As a result, the tied part would not change or remain in its original color. Indeed, there are elements of creativity in the process. The artisan's sense of art, expertise, precision and patience is poured into every successfully made cloth. Various *Endek* motifs are widely known, such as rice cake, *songket*, *rangrang*, and *jumputan*.

Before the 20th century, only the royal community wore woven clothes because of their expensive price. Its usage is

occasionally limited, such as religious ceremonies or huge events. Today, the garment has become a fashion item everyone can have without considering their social status. *Endek* is no longer limited to a religious ceremony but also a perfect outfit to wear on formal or informal occasions. Its price point in market place becomes affordable for the wider community. *Endek* as an article must be used in school, office, and traditional ceremonies to meet the rising needs of the domestic fashion industry. The cloth weaving artisans are increasingly acknowledged worldwide. Thanks to internet development, Dior, a world-class fashion brand, looks to this traditional fabric as the article for their original European works. Likewise, the International G20 Summit event. The provincial government of Bali hopes that artisans will get an economic impact, along with the submission of *Endek* Fabrics as uniforms for state officials in November.

Production and Distribution Process

To create a single piece of cloth, there are several stages, starting from the warp and weft process,

which is further elaborated into four processes, namely *Penglosan* (spinning process), *Dyeing* (giving color to give color to the yarn), *Penganihan* (the process of tightening the thread as well as determining the length and width of the fabric), and *Pencucukan* (the process of inserting the warp yarn into the eye of the *guun* and the weaving comb).² The eye of the *guun* is the place for inserting the warp yarn; thus, the yarn movement will be controlled during weaving. The yarn that has gone through this process will be carefully spun to enter the next stage, weaving. In this process, checks must always be made to ensure no break in the warp or weft threads. These are called warp and weft threads because these two threads determine the shape of a woven fabric. The threads that make up the long direction of the fabric are called warp and weft threads. The thread that forms the direction of the width of the fabric is called the weft.³

In early of 2010, the double woven cloth no longer serves as an exclusive article for the nobility, the garment started being introduced for wider community. Slowly but sure, the fabric

became fashion item option for various community activities. A piece of Endek cloth can be obtained in various garment shops in Bali Province, one of which is at the Klungkung Market. Due to its high supply, efficient distribution and correct marketing strategy, the market existence helped in boosting the product from the manufacturer to the hand of the customer. Established in the 1980s, initially, most of

the market area was used by traders to sell various Balinese woven fabrics. Located in the center of Semarapura town, east of Taman Kerta Gosa, it offers a wide variety of traditional fabrics, including Endek. The market becomes top of mind for Balinese people when looking for non-machine woven Endek cloth that still use non-machine looms (ATBM).⁵



Figure 1.⁴ To create a single piece of cloth, there are several stages, starting from the warp and weft process, which is further elaborated into four processes, namely *Penglosan*, *Dyeing*, *Penganihan*, and *Pencucukan*.



Figure 2.⁸ Minister of Law and Human Rights, Yasonna Laoly, inspecting Endek. Accompanied by Governor of Bali, Wayan Koster and Chairperson of Dekranasda Bali Province, Putri Suastini Koster.

Challenges and Government Strategy

Bali faces a huge challenge in maintaining weaving, as a cultural heritage of making woven fabrics such as *songket*, *cepuk*, *gringsing*, and Endek. After having its ups and downs, Today, Endek steals the spotlight in many various events and activities by groups or government. Denpasar City is recorded as a pioneer of the Denpasar City Endek Ambassador Election, which has been held since 2012 and has produced hundreds of young with the primary task of promoting the woven product.⁶ With their tagline “We have, we use, we are proud,” the Denpasar Endek ambassador every year makes various efforts and innovations to maintain the woven cloth as a reference in the fashion industry. A rise to various innovations from MSMEs/IKM at the Denpasar city level in producing various forms or designs of clothing with the basic material of Endek cloth were some innovations that were done by the Endek representative program. Over the years, Endek fabric has become a superior creative economy product in Denpasar City and a superior product for the future of Bali.⁷

Despite having a challenge in using non-machine looms (ATBM) and a decreasing number of weavers, Endek fabrics remain an option for various office uniforms.⁹ Endek’s article becomes compulsory to be utilized as a uniform after the enactment of the Bali Governor’s Circular Letter Number 4 of 2021. The Governor of Bali, Wayan Koster, stated that clothing made from Balinese Endek Woven Fabrics is mandatory for government offices and circles within the institution or agency every Tuesday. Since the demand is increasing, Weavers and MSME activists continue to initiate creativity in making motifs and designs. At the same time, weavers feel no worries in determining the Endek fabric motif.¹⁰ The province of Bali already has a legal umbrella for the production and motifs of Endek fabrics made by artisans. The government recognizes the Balinese Endek woven fabric as communal intellectual property. In February 2021, The Minister of Law and Human Rights (Menkumham) RI, Yasonna Hamonangan Laoly, handed over a certificate of communal intellectual property to the Governor of Bali, Wayan

Koster, in the Art Center, Denpasar.¹¹

The Bali Provincial Government (Pemprov) properly manages Intellectual Property rights, including cultural-based handicraft products like Balinese Endek woven fabrics. Cultural heritage can stay exist if it has received protection; cultural heritage can be used as a center for community economic development. Wayan Koster stated that the Bali

Provincial Government has its Regional Research and Innovation Agency (BRID). The agency has a special function of managing intellectual property. The existence of BRID will be integrated with regencies/cities throughout Bali by creating a special portal that can integrate all proposed intellectual property in Bali.

Global Recognition

Paris Fashion Week, a celebration of a world-class fashion show, was held in September 2020 in Paris, and the Balinese people and the media in Bali were excited. The reason is that Endek is part of a world-class fashion show. And one that uses Endek as part of its couture design is the fashion house Dior. This internationally renowned fashion house chose Endek from their admiration for the spirit of Balinese community service to Endek. In addition, they also reveal the aesthetic value of the cloth. Dior's seriousness in cooperating with Endek utilization has begun to be tested with the signing of a Memorandum of Understanding (MSP) between the Provincial Government, Bali, represented by Governor Wayan Koster and the fashion house Dior, represented by Marie Champei. In his press release, Governor Wayan Koster emphasized that the company must meet several

requirements regarding using Endek fabrics and Balinese Endek motifs. Some of the requirements in question are: The Bali Provincial Government must obtain accurate, transparent and accountable information to fulfill Balinese Endek fabrics.

The signing of the Governor of Bali, Wayan Koster, to Christian Dior Couture, S.A. brought local Balinese weaving products in the form of Balinese Endek Woven Fabrics to the world. Vendor Christian Dior, CV Puri Bintang, Anak Agung Ngurah Manik and craftsman Putri Ayu, Ida Ayu Puspita Hartaty admitted that to meet the expectations of this world's fashion house, she has done some changes in her latest product quality. The process of making Endek Woven Fabrics with original Balinese motifs was carried out with strict quality control. Usually, the artisan uses 30 combs for fabric motifs, while for the international market demand, 70 combs for fabric motifs were chosen by the artisan.¹³

The establishment of a cooperation agreement between Dior—through its fashion house—and MSMEs for Endek fabrics in Bali is the totality of Dior's seriousness in collaborating with the perpetrators/weavers of Endek fabrics in Bali. Because they are professionally trained, Balinese Endek fabric artisans must also be able to balance their professional work ethic. Those from the Dior fashion house are accustomed to working fast, carefully, measured, disciplined and on time. The high standard demand should also be important for Balinese Endek fabric artisans to balance their professionalism. However, one of the requirements established by the Governor of Bali in the cooperation, among other things, is to include a 'communication' so that they can accept Balinese Endek fabric craftsmen about their strengths and weaknesses.

The government's efforts did not stop there. The rescue of the business world during the COVID-19 pandemic was also carried out by initiating various activities, one of which was the IKM Bali Bangkit Exhibition in 2021. Head of Bali Tourism Office Putu Astawa reviewed that The exhibition during the pandemic aims to enable MSME actors in Bali to continue



Figure 3.¹² A Model doing Catwalk wearing Endek in Paris Fashion Week 2020.



Figure 4. Chairperson of the Bali Province Dekranasda Putri Suastini Koster (left) when evaluating the use of clothing used by one of the participants in the fashion show at the Bali Bangkit IKM Exhibition in Denpasar, Thursday (14/4/2022).¹⁵

living by running the economy. The exhibition was held for a whole month. It was located in the Taman Budaya Art Center, Denpasar, Bali.¹⁴ Carrying the tagline 'Proud to Wear Balinese Product,' the exhibition brings fresh air to dozens of MSME players in Bali because they can sell their products to the public and tourists who visit the exhibition. In addition, the event highlighted exhibitions were Endek cloth and songket cloth. Putu Astawa requested that the seller can promote their products online to increase sales revenue. Astawa praised that Endek has gone international; it is proven that Endek fabric has become one of the collections of fashion designers abroad. Thus, it is necessary to be proud and start loving local products.

In 2022, The province of Bali, as the main venue for the G-20 Summit, has its advantages in promoting tourism, efforts to increase the economy, and promoting cultural potential. The Provincial Government (Pemprov) of Bali proposed that state delegates attending the G20 Summit (KTT) wear clothes made from Endek or traditional Balinese woven fabrics. Bali Provincial Secretary (Sekda) Dewa Made Indra said the proposal had been submitted directly by the Governor of Bali Wayan Koster to the G20 Summit committee. This proposal was gratefully accepted by Coordinating Minister for Maritime Affairs and Investment, Luhut Binsar Panjaitan, as Chair of the G20 Organizer so that local Bali Small and Medium Enterprises (MSMEs). Further, Luhut permitted the chosen manufacturers to display their products at the event. Dewa said these two proposals are an effort from the Bali Provincial Government so that this grand event has an equitable economic impact on the people of the Island of the Gods.¹⁶

CONCLUSION

Economic recovery efforts are a priority for the Province of Bali during the COVID-19 pandemic. Including increasing the value of Balinese cultural heritage, Endek woven fabrics. The government carries out massive promotions through various activities, exhibitions, to the promotion of Endek fabrics by international designer Christian Dior at Paris fashion week in 2020. In addition to having aesthetic value, Endek woven fabrics have high economic value for improving the welfare of weavers to SMEs. In the G20 Summit event in the province of Bali, the government proposed that state delegates attending the G20 Summit (KTT) wear clothes made from Endek or traditional Balinese woven fabrics. Later, the Balinese people would also get the opportunity to achieve a great economic benefit from the international event.

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