

Papercut as an Information Medium for Daluang Traditional Paper

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Abstract. Indonesia has a traditional paper called traditional paper Daluang. Daluang is a traditional Indonesian paper made from the bark of the Saeh (Sundanese) or Papermulberry (English) or *Broussonetia Papyrifera* (Latin) trees. Unfortunately, until now there are still many people who do not know the existence and function of traditional Daluang paper. In fact, if Daluang paper can be better known, the potential of this paper will be maximized. This journal will explain the process of designing information to the public about Daluang traditional paper and the potential use of this paper as a medium in making other works of art through Papercut media. Papercut media will use Daluang paper. The use of papercut media aims to clarify information about traditional Daluang paper as well as provide direct examples of the use of traditional Daluang paper. In designing Daluang traditional paper information media through papercut media, two methods are used, namely communication strategies and creative strategies. From the results of the design, the authors conclude that Daluang paper can be used as an alternative paper for papercut media raw materials and other art media. This design is expected to be an inspiration for the community regarding the use of Daluang traditional paper.

Keywords : Daluang, Media, Paper, Traditional, Papercut

1. Introduction

One of the traditional types of paper is Daluang paper. Daluang is a traditional Indonesian paper made from the bark of the Saeh tree in Sundanese, in English Papermulberry, and in Latin *Broussonetia Papyrifera*. The term Papermulberry tree has different names in each region. In Minangkabau it is called Jeluang, in Basemah it is called Sepukau, in the Seram Islands it is called Malak, in Bengal it is called Linggawas, in Tembuku it is called Bea or Ivo, in Sumba it is called Kembala or Rowa, in Tembuku it is called Iwo, in Madura it is called Dha Hole, and in Java it is called Dluang. . The Saeh tree has sharp roots or rhizomes[6]. In Indonesia, the Saeh tree is a rare plant. The Saeh tree can grow up to 4-6 m and has a diameter of about 3-4 cm with a growth of about 1 year. The climate in Indonesia is a tropical climate and there are highlands which are the habitat of the Saeh tree. The Saeh tree has a white sap [7].

Daluang traditional paper is a paper that many Indonesians made as a medium for writing scripts during the royal era. Daluang Traditional Paper can last a very long time until it is hundreds of years old. Daluang Traditional Paper was declared extinct in the 1960s due to the eruption of Mount Agung in Bali and Mount Galunggung in Garut which resulted in the death of Saeh trees [7]. In addition, because no one else cultivates the Saeh tree and continues the tradition of making Daluang. In 1997 a person named Tedi Permadi who is a philologist from the Indonesian University of Education conducted research on Daluang. After doing research, Tedi Permadi then started re-cultivating the Saeh tree as well as making Daluang paper [1]. Besides Tedi Permadi, the person who

also makes Daluang paper is Ahmad Mufid Sururi who comes from the city of Bandung. Mufid started making Daluang since 2006. Besides making Daluang, Mufid also cultivates Saeh trees and loves nature by planting trees. The traditional Daluang paper produced by Mufid is sold at a price of Rp. 750.000,- measuring 1 x 1 meter [5].



Figure 1. Daluang Traditional Paper

Based on observations at the residence of Ahmad Mufid Sururi in 2015, there are several works of art using traditional Daluang paper media, one of which is the work of Wayang Beber. Daluang traditional paper has potential as a medium in making other works of art. Mufid said that Daluang must be preserved so that it does not become extinct, because according to Mufid there are still many people who do not know about Daluang which is a traditional Indonesian paper. Ahmad Mufid Sururi's statement can also be strengthened by the results of a questionnaire conducted by the designer in November 2019, with 198 respondents, in Bandung, that 78% of the community still does not know about Daluang traditional paper, so that Daluang traditional paper has the potential to become extinct.

The potential of Daluang paper has actually been reviewed by Meyrina in her journal entitled *Penggunaan Kertas Daluang Sebagai Media Cetak Alternatif* in the journal *DeKaVe* volume 2 number 4 2012. However, this journal only describes with case examples. Furthermore, in this journal, it will be shown directly how to apply Daluang paper in a medium so that the results will be more comprehensive. Then, Agus Permana also published a journal with the title *Daluang Sebagai Alat Tulis Dalam Proses Penyebaran Islam di Nusantara*. This journal was published in volume 14, number 2 in the journal *al-Tsaqafa: Scientific Journal of Islamic Civilization* (2017). However, this journal focuses more on the existence of daluang paper with its various aspects which include about-usul, variety of scripts, tools and writing pads and the role of Muslims in utilizing daluang as the basic material for writing Indonesian Islamic manuscripts.

2. Method

In designing Daluang traditional paper information media through papercut media, there are two methods used, namely communication strategies and creative strategies, so that the message to be conveyed can be well received. The strategy that will be used is to present and directly utilize traditional Daluang paper as the main medium in this design. The purpose of direct use of Daluang traditional paper is to introduce Daluang traditional paper and its potential use so that the target audience can be inspired and interested in using Daluang traditional paper.

The design of the information submitted needs to be creatively designed so that the target audience is interested in the information to be conveyed, so that the delivery of information can be more effective.

The object of this research and information design is the traditional Daluang paper. The problem raised is the issue of information regarding Daluang traditional paper which is still few in the community. Through this information design, it is hoped that the public can find out about Daluang traditional paper which is a traditional Indonesian paper and has the potential to become extinct because there are still many people who do not know about Daluang traditional paper.

The first step taken by the designer was to observe the house of Ahmad Mufid Sururi. Observation techniques are used with the aim of observing and seeing changes in social phenomena that grow and develop, then changes can be made to the assessment for researchers who make observations, to see objects of certain moments, so that they can be separated between what is needed and what is not needed [2]. The observations that have been made at Ahmad Mufid Sururi's house are aimed at directly observing Daluang traditional paper. From these observations, it was found that Ahmad Mufid Sururi tried to introduce Daluang paper by collaborating with artists or craftsmen who use Daluang paper media. So slowly Daluang paper can become one of the choices of artists or craftsmen as a medium for making works.

Interviews that have been conducted with Ahmad Mufid Sururi aim to provide clearer and direct information about Daluang traditional paper from sources or traditional Daluang paper craftsmen. From the interview, it was found that Ahmad Mufid Sururi hoped that the existence of Daluang traditional paper would be known by the wider community, because Daluang traditional paper is Indonesian paper. The questionnaire that has been conducted by the people of the city of Bandung aims to measure people's knowledge about traditional Daluang paper. From the questionnaire, it was found that out of 198 respondents, in the city of Bandung, 78% of respondents still did not know about Daluang traditional paper.

Audience The target audience of this design is the people of Bandung, aged around 26-35 years, with a job as an artist who uses paper media. In psychographics, the target audience is artists who like to create works of art using paper media, like to try new things in making works with different paper media and are open to receiving knowledge that is considered important by artists. Determining the target audience in this design is more directed to the work of artists who use paper media, it is hoped that the information conveyed can continue to the wider community through the works of other artists. The communication strategy used is using papercut media by utilizing traditional Daluang paper, so that the communication conveyed is clear and there are direct examples of the use of traditional Daluang paper.

The purpose of communication is to create a shared understanding or to change perceptions to behavior [4]. In designing the Daluang traditional paper information media, the purpose of communication is to provide information and knowledge about Daluang traditional paper and inspire artists by presenting one example of the use of Daluang traditional paper. The communication approach in the design of the Daluang traditional paper information media that will be carried out in this design is divided into a verbal approach and a visual approach. Verbal approach is a way to convey information through the choice of language and how to convey information. The language that will be used in this design will use formal Indonesian and will be delivered in a narrative manner, so that the target audience in the design of the Daluang traditional paper information media can understand the content of the narrative that will be delivered.

The visual approach is one way to get the attention of the target audience. The visual approach that will be given to the target audience in this design will use the texture of the object of research and design, namely the fiber texture of Daluang traditional paper with the aim of attracting the attention of the target audience, so that the target audience gets good information and gets inspiration in making works using paper. traditional Daluang.



Figure 2. Visual approach

The creative strategy that will be used in this design is to present the application of Daluang traditional paper to the media directly so that it can be seen which aims to provide knowledge and inspiration in utilizing Daluang traditional paper. The next creative strategy is to present examples of traditional Daluang paper so that they can be seen and touched directly to feel the texture of traditional Daluang paper. The copywriting that will be used is titled Traditional Paper and the subtitle Now has to be repeated. Daluang traditional paper is a paper that existed in ancient times and is now starting to be forgotten so that in the selection of copywriting Daluang traditional paper contains the hope that at this time traditional Daluang paper must be introduced to the public and hope that in the future traditional paper will be repeated again

At the first design stage, namely by making a visual sketch as a reference for making the main media. The storyboard is made manually.

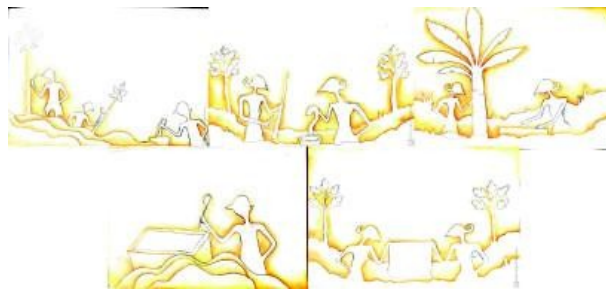


Figure 3. Storyboard

3. Results and Discussion

Design Format

The design format in information design using papercut will use a box-shaped frame in each scene. With the details of the format, namely, a box-shaped frame measuring 22 cm x 22 cm x 4 cm and traditional Daluang paper 20 cm x 20 cm

Layout

The layout in the design of Daluang traditional paper information media uses papercut media which is arranged in each frame box containing one illustrative scene of the story that will be displayed. So that

from one story will display several grid frames from each story scene with the reading direction to the right sequentially.

Typography

Letters are one of the important graphic elements to complete a design that is presented to a wide audience [10] The typography that will be used is Berkshire Wash because it is in accordance with a design that has a traditional approach, but still has clear legibility. Berkshire Wash is a type of script designed by Astigmatic with a free for commercial license. Berkshire Wash has clear legibility, so the delivery of information will be clearer. The font will be used in the title of the design.



Figure 4. Font Berkshire Wash

Illustration

Illustrated images related to art are things that are depicted with visual elements in order to clarify, explain and beautify the text with the aim of making the sense of sight able to feel the nature of motion and impressions of the story to be presented [8] Illustrations that will be used in the design of traditional paper information media Daluang is an illustration in the form of a silhouette because it fits on papercut as the main medium.



Figure 5. Illustration ReferencResults

The final result of this design is in the form of a papercut that uses Daluang traditional paper directly as a medium for making papercuts. Here is the result of a papercut without using lights and using lights on the back. The first papercut is a papercut that tells the early process of making traditional Daluang paper.



Figure 6. Papercut 1

The second papercut is a papercut that tells the process of stripping the inner bark of the Saeh tree and soaking the inner bark of the Saeh tree.



Figure 7. Papercut 2

The third papercut is a papercut that tells the process of beating the inner bark of the Saeh tree using a hammer made of brass to make traditional Daluang paper sheets and the process of curing the traditional Daluang paper sheets.



Proses utama dalam pembuatan Daluang adalah memukul-mukul kulit pohon Sواه dengan pemukul yang terbuat dari batangan limah, hingga menjadi lembaran Daluang. Lembaran Daluang perlu diperam selama 3 malam menggunakan daun pisang supaya lembaran Daluang mengeluarkan getah dan serat saling merekat.



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Figure 8. Papercut 3

The fourth papercut is a papercut that tells the process of drying Daluang traditional paper sheets on a Banana tree and the process of rubbing dried Daluang traditional paper using shells or coconut shells until the surface becomes smooth.



Lembaran Daluang dikeringkan pada permukaan yang halus yaitu menggunakan batang pohon pisang atau permukaan yang halus lainnya. Lembaran Daluang yang sudah kering dapat dihaluskan permukaannya dengan cara menggosokkan lembaran Daluang menggunakan kerang atau batak kelapa.



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Figure 9. Papercut 4

The fifth papercut is a papercut that tells the end result of traditional Daluang paper.

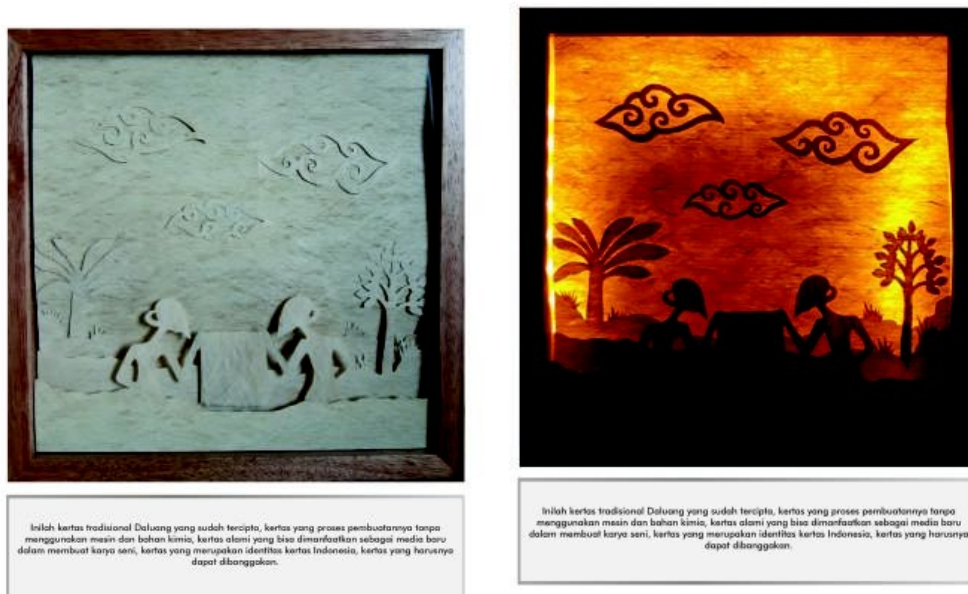


Figure 9. Papercut 5

Publication Media

The next stage, the designer makes publication media as a medium to direct and remind the information contained in the main papercut media. Poster is one of the publication media that is made. The poster designed contains a visual on how to make traditional Daluang paper, an explanation is made sequentially for each poster.

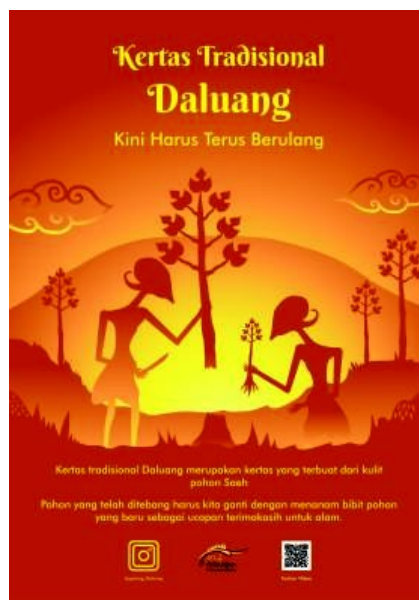


Figure 10. Poster

Brochures are another medium designed for publication. Brochure is a piece of paper that contains an explanation of a product which is usually for promotional purposes. However, in this design, brochures were chosen to explain various traditional paper information.



Figure 11. Brochure

The next media that is made is video. The video will contain the main media papercut made in a mobile version and use a narration that will tell about the traditional Daluang paper making. Videos are produced to convey information on traditional Daluang paper to a wide audience by uploading them through social media.



Figure 12. Video

4. Conclusion

Daluang paper as a traditional Indonesian paper is currently not widely known by the public. In fact, this paper has high potential. The lack of literacy about objects is one of the causes of this happening. Through designing information on traditional Daluang paper through papercut media, the designer hopes that the target audience will get information about the process of making traditional Daluang paper, as well as being able to inspire and show examples of the use of traditional Daluang paper. The public's insight can increase, that Indonesia has original traditional Indonesian paper.

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