



# Development of Kamasan Painting Art Products into Leather Bag Crafts Products

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**Abstract.** Typical Balinese paintings that have been inherited from the 17th century are Kamasan *wayang* paintings. It is said to be a Kamasan puppet (*wayang*) painting, because Kamasan is one of the names of the villages in Klungkung Regency, and the craftsmen of this *wayang* painting are only found in Kamasan Village, Klungkung. Various types of puppet character paintings have been painted on canvas. However, currently, Kamasan *wayang* paintings on canvas are no longer selling on the market. Painters do not dare to make paintings on canvas in large quantities and only make them when there is an order (preorder). Apart from that, consumers usually bring their own sizes to make *wayang* paintings on canvas, in other words, *wayang* paintings on canvas can be customized according to consumer needs. If you just wait for the consumer orders that are not clear when they will arrive, painters will experience a decrease in income. When a painter's income decreases, it has a significant impact on the continuity of Balinese culture. Because painters are switching and looking for sources of income from other sectors, they are starting to abandon painting activities. This will cause the craft of Kamasan *wayang* painting to become extinct. Thus, the author's work will explore alternative media for fine arts related to the implementation of the visual elements of classical Kamasan painting which does not use the standard basic material for painting, namely canvas, but instead uses cowhide as the object medium.

**Keywords:** Balinese Culture, Crafts, Kamasan *Wayang* Paintings

## 1 Introduction

Bali as a region is famous for its unique culture, traditions, and community life, full of philosophical meaning following the teachings of Hinduism which is dominantly adhered to by its people (Yunani et al., 2023). Apart from that, Bali also has some unique art forms of painting. Many of these paintings can be found in the Ubud area which is famous for its Ubud-style *wayang* paintings, Tabanan which is famous for its Kerambitan-style *wayang* paintings, Denpasar which is in Jepun Putih Studio uses rubbish as material for painting, Badung which is in Tanggayuda, Bongkasa, Abiansemal and in Petang, Buleleng which is famous for its Nagasepaha glass

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A. A. N. G. Saptika et al. (eds.), *Proceedings of the International Conference on Sustainable Green Tourism Applied Science - Social Applied Science 2024 (ICoSTAS-SAS 2024)*,

Advances in Economics, Business and Management Research 308,

[https://doi.org/10.2991/978-94-6463-622-2\\_84](https://doi.org/10.2991/978-94-6463-622-2_84)

painting art, and Klungkung which is famous for its Kamasan-style paintings. Typical Balinese paintings that have been inherited from the 17th century are Kamasan *wayang* paintings (Putra et al., 2018). It is said to be Kamasan *wayang* painting, because Kamasan is one of the names of the villages in Klungkung Regency, and the craftsmen of this *wayang* painting are only found in Kamasan Village, Klungkung. Understanding the variety of Balinese culture that is currently developing cannot be separated from the dynamics of Bali's history. Balinese art is closely related to Hindu religious ceremonies which are adhered to by most Balinese people. All forms of art in Bali initially tended to support and perpetuate the life of Hindu religious ceremonies in Bali. Likewise, the life of painting also plays a big role, especially in Hindu religious ceremonies at places of worship in all corners of Bali. Painting is considered the basis and form of high artistic expression in Bali. These works of art are very valuable artifacts in ritual life in the Balinese tradition. The development of fine arts is always dynamic, moving and adapting to the environment which can always meet the needs of society (Nazokat et al., 2021).

Awareness of the need for new creations that develop from traditional artifacts remains, especially in the classical Balinese painting art of Kamasan *wayang*, will strengthen existing cultural roots following the demands of the times. Talking about paintings, in the Klungkung area there is a historic building inherited from the Klungkung Kingdom, namely Bale Kertha Gosa. Apart from the beautiful architecture of the building, the uniqueness of Bale Kertha Gosa lies in the Bale's ceiling which is covered with traditional Kamasan-style paintings. Kamasan is a village in Klungkung District which is famous for its creative *wayang* paintings. Kamasan paintings usually take epics such as the Ramayana or Mahabharata as the theme of the painting (Adnyana, 2015). Kamasan *Wayang* Painting (SLWK) is a traditional work of art that grows and develops very well in Kamasan Village, Klungkung (Mudana et al., 2015). SLWK has a very distinctive and unique identity, used as a complement to Hindu religious rituals. Traditionally, SLWK is very bound by standards, norms, values, and provisions that are binding and standard. Done collectively and communally using materials and equipment taken from nature and processed using traditional techniques. Visually, SLWK's aesthetic is very artistic, it contains symbolic philosophical values which are often used as enlightenment and reflection in human life, both in this world and in the afterlife (Mudana & Ribek, 2017). More and more tourists are visiting Kamasan Village in the postmodern era accompanied by an increasing demand for souvenir products. SLWK's socio-cultural practices are produced into commodities that are commodified into tourism-supporting products.

Commodification is a postmodern characteristic that is assumed to be capitalism which can transform objects, qualities, and signs into commodities (Mudana & Ribek, 2017). Commodification is a very broad and dynamic concept that is not only related to production and commodities but also to distribution and consumption. In the postmodern era, SLWK experienced a transformation that implied a change from sacred to profane, from traditional idealism to market idealism, and from producer to consumer. Various types of puppet character paintings have been painted on canvas. However, currently, Kamasan *wayang* paintings on canvas are no longer selling on the market. Painters do not dare to make paintings on canvas in large quantities. They

only make Kamasan *wayang* paintings on canvas when there is an order (preorder). Besides, consumers usually bring their sizes to make *wayang* paintings on canvas. In other words, *wayang* paintings on canvas can be customized according to consumer needs. If you only wait for consumer orders that are not clear when they will arrive, painters will experience a decrease in income. When a painter's income decreases, it has a significant impact on the continuity of Balinese culture. Because painters switch and look for sources of income from other sectors, culture will change at some point. There are at least two things that cause cultural change. First, there is environmental change which can require adaptive cultural change. Second, contact with other nations may result in the acceptance of foreign cultures, resulting in changes in existing values and behavior. The ability to change is an important trait in human culture (Setem, 2010). The culture of each ethnic group is different according to the nature of the culture itself. Because of this, the changes are different. In this case, the factors that influence the process of change in a particular culture include the extent to which a culture supports and approves of flexibility, the needs of the culture itself at a particular time, and most importantly the level of compatibility between new elements and existing cultural matrix. Cultural change can occur slowly, over time, or quickly. Tradition is defined as a form of work, style, convention, or belief that is presented as a continuation from the past to the present (Setem, 2010). Thus, the work created by the author will explore alternative media for fine art related to the implementation of the visual elements of classic Kamasan paintings. does not use the standard basic material for painting, namely canvas, but instead uses cowhide as an object medium. Several variants of the visualization patterns of classic Kamasan paintings. does not use the standard basic material for painting, namely canvas, but instead uses cowhide as an object medium. Several variants of the visualization patterns of classic Kamasan paintings that have been circulating on the market include those applied to ovals, wooden hand fans, and decorative lamp covers, but no one has applied them to cowhide and shaped them into bags.

## 2 Methodology

The method used in implementing this activity is a combination of science and technology substitution methods with training methods (Nuniek et al., 2017). This activity provides knowledge and training about new, more modern, effective, and efficient technology according to current developments in science and technology and replaces the mastery of old science and technology (Pascima et al., 2022). Diffusion and substitution of related science and technology will be implemented to Kamasan *wayang* craftsman. There are several stages in the program: (a) preliminary study, (b) education, and (c) training. At the preliminary study stage, a preliminary study was carried out activities like the following: 1) observation to get partner problems; 2) Group partner problems to offer a suitable solution desires, potential, and opportunities; 3) Determine problem priorities which will be resolved; 4) Determine the implementation plan program.

At the education stage, the community is given knowledge based on the latest theory. This stage does not yet discuss practice. This stage provides socialization regarding awareness from artists and the public so that they have adaptive characters to face future competition. At the training stage several people will be trained in skills namely: 1) Conduct painting training on cowhide as a medium so that you can develop the Kamasan painting product into a leather bag which adds selling value will increase the craftsmen's income and thus restore the craftsmen's interest in painting; 2) Training in the field of packaging the painting products into leather bags for sale; 3) Training in the field of marketing and developing a marketing program for Kamasan Village in the form of digital marketing.

### 3 Result and Discussion

The activity of painting kamasan motifs using leather as a medium, which will later be made into bags, is the first thing to do. Previously, this Kamasan motif was only painted on canvas and was only intended for painting. This service activity was carried out at the place of one of the Kamasan painting craftsmen, namely Sinar Pande. The activity begins with conducting a study of literature related to Kamasan *wayang* painting and making a list of the main questions to be discussed with the painter. While introduced himself that he would hold several trainings related to the development of Kamasan *wayang* painting products and several other trainings. A servant also talked about Kamasan *wayang* starting from its history, the traditional manufacturing process to adapting the technology used. This discussion produces initial knowledge based on surveys and determination activities that can be carried out that have been approved by the painter. The activities carried out to resolve partner problems are: 1) Conduct painting training on cowhide as a medium so that Kamasan painting products can be developed into leather bags which adds selling value. It will increase the craftsmen's income thereby returning the craftsmen's interest in painting; 2) Providing outreach regarding awareness from artists and the public so that they have adaptive characters to face future competition; 3) Training in the field of packaging the painting products into leather bags for sale; 4) Training in marketing and developing a marketing program for Kamasan Village in the form of digital marketing.

**Implementation of Activities.** Holding training activities on painting on cowhide which is carried out by introducing Kamasan *wayang* painters that their paintings can not only be painted on canvas but can be painted on other media, namely leather. Then the painted leather will be used as the main raw material for making leather bags. Through this activity, we also learned that Kamasan motifs are not only *wayang* but can also be in the form of floral motifs, Patra motifs, Prada motifs, and so on. To make leather bags, painters are still taught to make simple bag shapes and not have many details as shown in Figures 1 and 2. This activity is carried out during June and July because the manufacturing process cannot be done in just one day.



**Figure 1.** Bag being painted



**Figure 2.** Kamasan motif painted bag craft products



**Figure 3.** The process of sculpting a bag

Providing outreach regarding awareness from artists and the public so that they have adaptive characters to face future competition. We are providing outreach to craftsmen regarding the existence of media that can be used to paint several Kamasan motifs other than canvas, namely leather, and then from the raw material of leather that has been painted we will produce a product in the form of a bag that has a high selling value and can reach a wider community, not limited to just society of painting lovers or painting collectors as shown in Figure 3.



**Figure 4.** Socialization of bag product introduction combined with painting

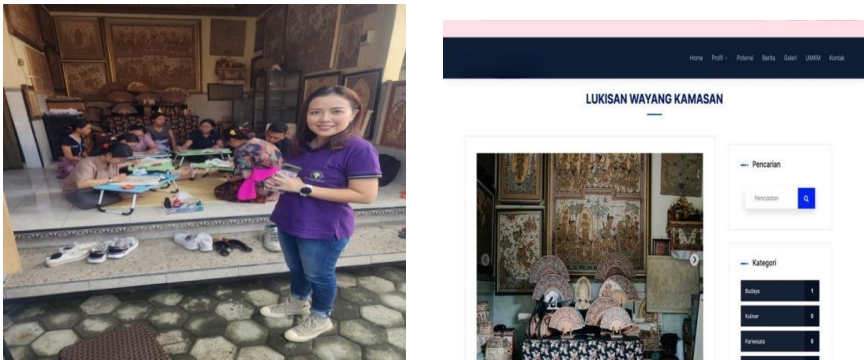
Providing training in the field of packaging the painting products into leather bags for sale as shown in Figures 4 and 5. The packaging that will be used for the leather bag products being sold must be attractive and unique, therefore the service team came up with the idea of packaging them in tote bags made of canvas and then painting them. Packaging has a very important role in various aspects, both in business and everyday

life. Here are some reasons why packaging is important: 1) Product Protection: Packaging protects the product from damage during the storage, transportation, and distribution processes. This keeps the product in good condition until it arrives in the hands of consumers; 2) Extending Shelf Life: Good packaging, especially for food products, can extend shelf life by protecting the product from contamination, moisture, light, and air; 3) Identification and Information: Packaging provides consumers with important information, such as product ingredients, expiration date, how to use, and other instructions. This helps consumers make better decisions; 4) Branding and Marketing: Attractive packaging can increase a product's appeal to consumers, help differentiate the product from competitors, and strengthen the brand image. Creative and unique packaging designs can be a very effective marketing tool; 5) Ease of Use and Storage: Packaging also makes it easier for consumers to use and store the product. For example, packaging that is easy to open, close again, or carry around; 6) Sustainability: In an environmental context, eco-friendly packaging is becoming increasingly important. Packaging that can be recycled or made from biodegradable materials helps reduce environmental impact; 7) Consumer Safety: Packaging also serves to ensure consumer safety by preventing the product from being counterfeited or manipulated. Some packages are equipped with seals or other security features to protect the product; 8) Good packaging not only protects the product but also provides added value for consumers and producers, and supports sustainability and safety.



**Figure 5.** Packaging training atmosphere with painted tote bags

Training in the field of marketing and developing a marketing program for Kamasan Village in the form of digital marketing. This stage begins by providing awareness about the importance of digital marketing. It is hoped that this stage will raise awareness people about the importance of digital marketing. Also hoped that partners will be able to deepen their awareness to develop further digital marketing after the service program ends. It is hoped that partners understand the importance of digital marketing (Rsiani & Suidarma, 2021), such as: 1) Marketing channels are created; 2) Increase in sales; 3) Reducing marketing costs; 4) Ease and effectiveness of promotion; 5) Increased brand trust and product. At the training stage, several people will be trained in skills to create photo content, copywriting, and posting in several facilities advertising used for websites we create for artists as shown in Figure 6.



**Figure 6.** Digital marketing training

Photograph by Gede Hendra Pranata, and permission by Ayu Dwi Yulianthi

## 4 Conclusion

The partner's ability to produce is quite good because the partner is an artist who has artistic blood. The kamasan motif which was originally painted on canvas is now being introduced to the kamasan motif which is painted on cowhide. The painted leather is then combined with plain leather and sewn into the shape of a leather bag. It is hoped that by introducing leather bag products that combine paintings with Kamasan motifs, it will provide more varied product development. It is hoped that the development of Kamasan motif paintings in the form of bags will increase public interest in loving original products made by regional craftsmen. Apart from that, it is hoped that it can expand its reach, whereas initially the Kamasan motif was only sought after by painting art lovers. Now it can be sought after by many parties, especially trendy women who follow fashion.



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