

Exploration of the Pucuak Rabuang Motif in Exotic Dramatic Fashion Design

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ABSTRACT

The work entitled “Exotic Dramatic Style Inspired by the Pucuak Rabuang Motif” is based on the visual form and philosophical meaning of the pucuak rabuang motif, symbolizing growth and hope, which is developed into exotic dramatic fashion designs. The collection aims to introduce cultural values through unique, ethnic, and dramatic fashion. Three garment categories are produced: ready-to-wear, ready-to-wear deluxe, and haute couture, each complemented by headpiece accessories. Maroon and gold dominate the color palette, while satin jacquard, velvet, and Silungkang songket are used as the main materials. The creative process includes motif exploration, design development, and garment realization using couture sewing techniques, embroidery, and bead embellishment. The resulting collection is suitable for parties and fashion shows and will be presented through a fashion show at Hoeridjah Adam Hall, Institut Seni Indonesia (ISI) Padangpanjang, providing a professional venue to showcase the works.

Keywords: Fashion, Exotic Dramatic, Pucuak Rabuang.

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INTRODUCTION

Fashion serves not only as a means of protecting the human body but also as a medium for expressing personal identity, social status, and cultural values. Along with the continuous development of the fashion industry, various fashion styles have evolved to meet changing aesthetic preferences and contemporary lifestyles. One of the styles that has gained increasing attention is the exotic dramatic style, which emphasizes distinctive visual characteristics through the exploration of form, details, color, and cultural elements. This style creates a unique, bold, ethnic, and original appearance with strong aesthetic appeal. According to Moray (2022), exotic dramatic is a fashion style that has developed from the past to the present, characterized by its strong cultural influence, uniqueness, ethnic identity, and originality. Furthermore, Suwasana et al. (2022) explain that this style commonly incorporates bold colors such as magenta, red, black, gold, and earth tones, combined with decorative techniques that enhance the artistic quality and visual impact of fashion designs.

The growing popularity of the exotic dramatic style provides designers with opportunities to explore local cultural heritage as a source of inspiration for innovative fashion creation. One of the traditional motifs that possesses significant aesthetic and philosophical values is the *Pucuak Rabuang* motif, a cultural ornament widely recognized in Malay communities, particularly in Minangkabau culture. This motif frequently appears in Songket weaving, embroidery, and the carvings of traditional *Rumah Gadang* architecture. Visually, the motif resembles the triangular shape of a young bamboo shoot, while philosophically it symbolizes growth, hope, sustainability, and usefulness throughout human life. According to Izzara (2021), the *Pucuak Rabuang* motif reflects the characteristics of bamboo, whose parts can be utilized from youth to maturity, symbolizing the expectation that individuals should contribute positively to society throughout their lives. Likewise, the motif represents growth and hope within the cultural philosophy of the Malay and Minangkabau communities (Zulmi, personal communication, January 11, 2026).

Previous studies have examined the exotic dramatic style from the perspectives of visual characteristics, color composition, materials, and decorative techniques (Moray, 2022; Suwasana et al., 2022). Other studies have discussed the *Pucuak Rabuang* motif as a traditional ornament rich in philosophical meaning and commonly applied in Songket textiles, wood carvings, and embroidery (Izzara, 2021). However, limited scholarly attention has been given to transforming both the visual characteristics and philosophical values of the *Pucuak Rabuang* motif into contemporary fashion design through the exotic dramatic style. Existing studies primarily focus on preserving the motif as a traditional cultural ornament rather than exploring its application in contemporary fashion creation across different fashion categories, including ready-to-wear, ready-to-wear deluxe, and haute couture. This research gap highlights the need to reinterpret traditional cultural motifs as creative sources for contemporary fashion while preserving their cultural significance.

Therefore, this study aims to design, produce, and present an exotic dramatic fashion collection inspired by the *Pucuak Rabuang* motif. The creative process begins with an exploration of the motif's visual characteristics and philosophical meaning, followed by design development and realization into three fashion categories: ready-to-wear, ready-to-wear deluxe, and haute couture. The motif is translated into fashion through silhouette development, decorative embroidery, bead embellishment, the incorporation of Silungkang Songket weaving, the dominant use of maroon and gold color palettes, and the application of traditional Minangkabau headpieces that strengthen the exotic and dramatic character of the collection.

This study contributes to the field of fashion design by demonstrating how the visual characteristics and philosophical meaning of the *Pucuak Rabuang* motif can be transformed into contemporary exotic dramatic fashion while preserving the cultural identity of Minangkabau. The research also enriches the discourse on integrating local cultural heritage into contemporary fashion practice through the development of designs across ready-to-wear, ready-to-wear deluxe, and haute couture categories. Furthermore, the findings are expected to serve as a valuable reference for designers, researchers, and

creative practitioners in developing innovative fashion designs that combine cultural preservation with contemporary aesthetic expression.

METHOD

This study employed a practice-based research approach with a qualitative design, emphasizing the process of artistic creation in fashion design. Practice-based research is appropriate because the primary outcome of the study is the creation of fashion works inspired by the *Pucuak Rabuang* motif. The research integrates theoretical studies, visual exploration, and creative experimentation to transform the visual characteristics and philosophical meaning of the motif into contemporary exotic dramatic fashion.

The object of this study was the *Pucuak Rabuang* motif, a traditional Minangkabau ornament that symbolizes growth and hope. The motif served as the primary source of inspiration for developing three categories of fashion products: ready-to-wear, ready-to-wear deluxe, and haute couture. Supporting data were obtained from literature on exotic dramatic fashion, Minangkabau cultural heritage, traditional textile arts, and fashion design principles. Additional visual references included traditional Minangkabau ornaments, Silungkang Songket weaving, and existing exotic dramatic fashion collections.

Data were collected through literature review, visual observation, documentation, and the creative design process. The literature review was conducted to examine previous studies related to exotic dramatic fashion, the *Pucuak Rabuang* motif, and fashion design theory. Visual observation focused on analyzing the shape, composition, symbolism, and aesthetic characteristics of the motif as found in Songket textiles and traditional Minangkabau architecture. Documentation included collecting photographs, sketches, design references, and production records throughout the creative process. The creative process consisted of motif exploration, concept development, fashion sketching, material selection, pattern making, prototype construction, fitting, couture sewing, embroidery, bead embellishment, and the final realization of the three fashion collections.

The data were analyzed using qualitative descriptive analysis through an artistic design approach. The visual and philosophical characteristics of the *Pucuak Rabuang* motif were interpreted and translated into fashion elements, including silhouette, color, texture, decorative details, and accessories. The design development process involved evaluating aesthetic harmony, cultural representation, and technical feasibility before producing the final garments. The final outcomes comprised three fashion collections ready-to-wear, ready-to-wear deluxe, and haute couture which demonstrate the integration of Minangkabau cultural values with the contemporary aesthetic characteristics of the exotic dramatic style.

FINDING AND DISCUSSION

RESEARCH RESULT

Table 1: Design Characteristics

NO	Aspect	result
1	Source of Inspiration	<i>Pucuak Rabuang</i> Motif
2	Fashion Style	Exotic Dramatic
3	Silhouette	A-line
4	Dominant Colors	Maroon and Gold
5	Main Materials	Satin Jacquard, Beludru, Songket Silungkang
6	Decorative Techniques	Bordir dan sulaman payet

Source: Rezki Mutia Rahmi, 2026



Figure 1: Ready to Wear

Ready-to-Wear Collection

The ready-to-wear garment consists of four main components: an inner garment, a vest, an obi belt, and an A-line skirt. The focal point of the design is the *Pucuak Rabuang* embroidery applied to the center front and center back panels of the skirt. The inner garment features balloon sleeves constructed using a layering technique. The layered sleeve structure forms a silhouette inspired by the inner structure of the *Pucuak Rabuang* motif. The vest is designed as an outer layer, while the pointed obi belt follows the tapered form of the *Pucuak Rabuang* motif. Additional bead embellishment is applied around the neckline of the inner garment.

The garment is constructed using satin jacquard fabric combined with Silungkang Songket. Maroon and gold are used as the dominant colors throughout the design. The ensemble is completed with ethnic accessories, including a neatly styled square hijab secured with a *tusuk bambu* and a *Koto Gadang* necklace. The completed design represents the ready-to-wear category within the Exotic Dramatic fashion collection inspired by the *Pucuak Rabuang* motif.



Figure 2: Ready to Wear Deluxe

Ready-to-Wear Deluxe Collection

The ready-to-wear deluxe garment consists of three main components : a vest, an inner garment, and an obi belt. The focal point of the design is the Pucuak Rabuang embroidery applied to the lower section of the inner garment. The motif is further incorporated through balloon sleeves decorated with scattered bead embellishments, complemented by layered sleeve construction and hanging bead embellishments. The obi belt features a pointed shape inspired by the visual form of the Pucuak Rabuang motif and is constructed using Silungkang Songket as the primary material.

The garment is made from red jacquard fabric, gold jacquard fabric, and Silungkang Songket. Maroon and gold are used as the dominant colors throughout the design. The ensemble is completed with traditional accessories, including a *tingkuluak tanduak* headpiece adorned with *tusuk bambu* and *tusuk jurai*, as well as a *Koto Gadang* necklace. The completed design represents the ready-to-wear deluxe category within the Exotic Dramatic fashion collection inspired by the *Pucuak Rabuang* motif.



Figure 3: Haute Couture

Haute Couture Collection

The haute couture garment consists of three main components: an inner garment, a shawl, and an obi belt. The focal point of the design is the *Pucuak Rabuang* embroidery applied around the lower edge of the inner garment and along the sleeves. The inner garment features layered construction at the center front combined with Silungkang Songket fabric. Additional layered panels extend from the side of the garment to create an elongated silhouette. Scattered bead embellishments are applied to the layered sections. The sleeves are designed in a bell shape, while the shawl is constructed from Silungkang Songket and decorated with hanging bead embellishments and scattered beads. Additional bead embellishment is applied around the neckline. The obi belt is decorated with maroon bead embellishments.

The garment is constructed using beludru, satin jacquard, and Silungkang Songket. Maroon and gold are used as the dominant colors throughout the design. The ensemble is completed with traditional accessories, including a *tingkuluak balenggek* headpiece adorned with *tusuk bambu* and *tusuk jurai*, as well as a *Koto Gadang* necklace. The completed design represents the haute couture category within the Exotic Dramatic fashion collection inspired by the *Pucuak Rabuang* motif.

DISCUSSION

The results demonstrate that the *Pucuak Rabuang* motif can be transformed into contemporary fashion through the application of silhouette, layering, embroidery, bead embellishment, and accessory design. The triangular form of the motif was translated into A-line silhouettes, pointed obi belts, and layered garment structures, while its philosophical meaning of growth and hope was expressed through the overall design concept. The use of maroon and gold, together with Silungkang Songket, satin jacquard, and beludru, reinforces the Exotic Dramatic style by combining traditional cultural elements with contemporary fashion aesthetics.

These findings are consistent with previous studies. Moray (2022) explains that the Exotic Dramatic style is characterized by originality, ethnic identity, and distinctive visual elements, while Suwasana et al. (2022) emphasize the importance of bold colors and decorative techniques in creating dramatic fashion. Furthermore, the transformation of the *Pucuak Rabuang* motif supports the findings of Izzara (2021) and Nofrial (2021), who describe the motif as a symbol of growth, continuity, and usefulness in Minangkabau culture. Unlike previous studies that mainly discuss the motif from cultural and philosophical perspectives, this study demonstrates its application as a structural design concept in three fashion categories: ready-to-wear, ready-to-wear deluxe, and haute couture.

This study has several limitations. It focuses exclusively on the *Pucuak Rabuang* motif and does not explore other traditional Minangkabau motifs. In addition, the research is limited to the creation of three fashion categories without evaluating user perceptions, consumer acceptance, or market response. The study also emphasizes artistic creation rather than experimental testing or commercial production.

The findings contribute to the development of culture-based contemporary fashion by demonstrating that traditional motifs can be adapted into modern fashion without losing their cultural identity. The resulting designs may serve as references for fashion designers, researchers, and creative practitioners interested in integrating local cultural heritage into contemporary fashion design. Future research is recommended to explore other traditional motifs, incorporate different textile techniques and materials, and evaluate consumer responses to culture-inspired fashion products.

CONCLUSION

This study explored the Pucuak Rabuang motif as the main source of inspiration in creating an Exotic Dramatic fashion collection. The motif was successfully transformed into contemporary fashion through the application of A-line silhouettes, layering, embroidery, bead embellishments, and the use of Silungkang Songket. The creative outcome consists of three fashion categories ready-to-wear, ready-to-wear deluxe, and haute couture each reflecting the visual characteristics and philosophical values of the *Pucuak Rabuang* motif. The combination of maroon and gold, together with satin jacquard, beludru, and Silungkang Songket, reinforces the cultural identity and distinctive appearance of the collection while maintaining the characteristics of the Exotic Dramatic style.

The findings indicate that traditional Minangkabau motifs can be adapted into contemporary fashion without losing their cultural significance. This study contributes to the development of culture-based fashion design by demonstrating the integration of local cultural heritage into modern apparel. Future research is recommended to explore other traditional Minangkabau motifs, apply different textile materials and decorative techniques, and evaluate user perceptions and market acceptance to support the broader development of culturally inspired contemporary fashion.

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