



Introduction to Lampung Tapis: a Variety of Beautiful Culture From Indonesia

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Abstract. Lampung Tapis is a traditional Indonesian fabric that reflects the rich culture of the people of Lampung. Decorated with gold thread embroidery, Tapis symbolises aesthetic values, philosophy and social identity. In the context of globalisation, Tapis faces challenges in maintaining its sustainability due to the lack of appreciation and access to international markets. This research aims to introduce Lampung Tapis to the global community through promotion in international forums. The methods used included visual presentation, cultural narrative, and physical product exhibition at the Problematic Seminar on Global Accounting in Kyoto, Japan. The results of the activity showed an increase in participants' appreciation of the beauty and cultural values of Tapis Lampung, as evidenced by the audience's high interest in this fabric as a cultural symbol and business opportunity. The cultural story-based marketing strategy is an effective approach in introducing Tapis in the global market, while supporting its economic sustainability. In addition, cross-cultural collaboration and the use of digital platforms are seen as important for expanding market networks. By combining tradition and innovation, Lampung Tapis has great potential to become an Indonesian cultural icon at the international level. This research recommends strengthening synergies between the government, local artisans and the private sector to support the promotion and regeneration of Lampung's Tapis industry. This step will not only preserve the cultural heritage but also improve the welfare of the artisan community.

Keywords: Culture, Globalisation, Marketing, Tapis, Heritage.

1. INTRODUCTION

Indonesia has an abundance of cultural wealth, spread from Sabang to Merauke. One cultural product that is the pride of the region is the traditional fabric of Tapis from Lampung. Tapis is a distinctive woven fabric adorned with gold thread embroidery, reflecting the beauty, philosophical values and rich traditions of the Lampung people (Satriadi et al., 2013). This fabric is not only visually beautiful but also full of meaning, symbolising social status, spiritual values, and deep cultural identity. As a form of intangible cultural heritage, Tapis has become a symbol of the uniqueness and richness of Lampung people's traditions that continue to be passed down from generation to generation. In the current context of globalisation, traditional cultural products such as Tapis are often neglected and outcompeted by modern products that are more popular in the international market. Agus et al., (2013), explained that the lack of recognition and promotion of local cultural products results in a decline in economic value and cultural appreciation, which in turn can threaten its sustainability. Therefore, systematic efforts

to introduce and promote Lampung Tapis internationally are crucial to maintain the sustainability of this cultural heritage.

Lampung's Tapis artisans, most of whom are small and medium-sized enterprises (MSMEs), face serious challenges in developing their products (Harja, 2018). The main problems faced include lack of market access, limited knowledge in digital marketing, and lack of technological support to improve production efficiency. In addition, artisans often do not have the opportunity to promote their products at the international level, resulting in low global appreciation of these products (Hartono, 2021). In research Arifin et al. (2022), it was mentioned that marketing traditional cultural products requires innovation in approach, including the use of digital technology and story-based strategies to attract the attention of global consumers. In addition, limited capital and resources are also major obstacles for artisans to improve the quality and quantity of their production. Given these conditions, it is imperative to design effective promotional strategies, supported by relevant technologies and innovations, to address these challenges and open up wider market opportunities for Tapis artisans.

This activity aims to introduce Tapis Lampung to the international community through the Problematic Seminar on Global Accounting held at Ryukoku University on 17 October 2024. In addition, this activity also aims to increase the awareness of the world community of the beauty and cultural value of Tapis Lampung. Through a professional and in-depth introduction, Tapis is expected to receive special attention from the international community, both as a cultural product and as a high-value business opportunity. With this introduction, it is expected that there will be an increase in market demand for Tapis, thus supporting the economic welfare of the craftsmen (Hantari, 2019). The introduction of Tapis in this international forum is also expected to be the first step to building a broader network of cultural cooperation, including collaboration between local artisans and global stakeholders, which can provide long-term benefits for the cultural and economic sustainability of artisans.

This activity provides various strategic benefits, both directly and indirectly. From a cultural perspective, this activity can increase international appreciation of Lampung Tapis, thus strengthening Indonesia's image as a country rich in cultural heritage. This is important to show that Indonesia not only has cultural diversity, but is also able to maintain and promote this wealth globally. From an economic perspective, this promotion is expected to open new markets for Tapis products, increase demand, and have a positive impact on the income of artisans. This increase in income will hopefully also encourage regeneration in the Tapis industry, where the younger generation will be more motivated to continue this tradition. From a diplomacy perspective, this event can also strengthen cultural relations between Indonesia

and Japan, as stated by Putri et al., (2022), that traditional arts and handicrafts can be an effective cultural diplomacy tool to create more harmonious and mutually supportive relations between countries. Moreover, this activity can be an inspiration for other countries to preserve and promote their own cultural heritage.

The solution offered in this activity was to utilise the international seminar platform as a medium to introduce local cultural products such as Lampung Tapis. This approach involves the use of attractive presentation media, the provision of physical product samples, as well as in-depth cultural narratives to strengthen seminar participants' attraction to Tapis. The visually designed presentation media will showcase the history, philosophy, and uniqueness of each motif in the Tapis fabric. In addition, the physical product samples that will be brought to the seminar event allow participants to see firsthand the detailed craftsmanship and beauty of the Tapis fabric, creating a more immersive experience. Cultural narratives will be delivered in the form of stories about the origins of Tapis, its traditional use in Lampung society, and its relevance in modern life. With this holistic approach, it is hoped that Lampung Tapis can gain greater attention from international audiences.

The target outputs of this activity include: (1) increased international awareness of the existence and aesthetic value of Lampung Tapis, as measured by audience responses in the seminar; (2) the establishment of cooperation between local artisans and global market networks, through the initial communication established at this seminar; and (3) publications that increase the exposure of Tapis in international media, including cultural journals or relevant websites. With the achievement of these targets, this activity is expected to have a significant impact on the sustainability of Tapis Lampung promotion in the future.

2. LITERATURE REVIEW

Lampung Tapis as Cultural Heritage and Social Symbol

Lampung Tapis is a cultural product that has long historical roots and is closely related to the traditions of the Lampung people. This fabric not only has high aesthetic value, but is also full of symbolic meanings that reflect the social and spiritual life of the Lampung people (Majid & Dina, 2023). Each motif on Tapis, such as floral, faunal and geometric motifs, is not just a decoration, but also a symbol that reflects the harmonious relationship between humans, nature and God. Flora motifs found on Tapis, for example, often depict the natural wealth and fertility of Lampung's land, while fauna motifs, such as birds and other animals, symbolise biodiversity and the relationship between humans and nature. In addition, geometric motifs on

Tapis often contain philosophical meanings related to the social and spiritual life of the people who consider this fabric as a symbolic medium of communication.

Rifki Amrullah & Denny Nugraha SSn, (2020), Tapis plays an important role in the traditional life and religious ceremonies of Lampung people. In various traditional ceremonies, such as weddings, religious rituals, and other formal events, Tapis is used as a symbol of social status and respect for the respected party. This fabric is not only seen as traditional clothing, but also as a symbol of pride and self-identity. Tapis is often an integral element in various traditional processions, from birth to death ceremonies, reflecting the depth of its meaning and role in the lives of Lampungese people. Therefore, Tapis serves not only as a beautiful cultural object, but also as an object loaded with spiritual, social and cultural values that provide a rich local culture.

However, although Lampung Tapis has a very high cultural value, there are challenges in maintaining its sustainability amidst the growing globalisation. Therefore, it is important to develop an approach that can blend traditional values and modernisation without compromising the cultural essence of Tapis. This approach could include developing Tapis designs that are more innovative and relevant to global fashion trends, while still maintaining the authenticity of the motifs and manufacturing processes that have become part of the traditions of the Lampung people.

Development of Lampung Tapis in the Context of Globalisation and Contemporary Fashion

In the era of globalisation, many traditional products are trying to adapt to the times in order to remain relevant in the global market. Tapis Lampung is one such cultural product that has great potential to be developed into a contemporary fashion product that can be accepted by the international market. One of the factors that can help Tapis Lampung to grow is through cross-cultural collaboration. Isbandiyah & Supriyanto, (2019) emphasised that collaboration between local artisans, the government, business players, and the international market can open up great opportunities to introduce Tapis as a cultural product that not only preserves tradition, but also has competitiveness in the global market. In this case, collaboration can include various aspects, such as the development of more modern designs, improvement of product quality, and effective marketing strategies.

The process of developing Tapis in the context of modern fashion also includes innovations in design and production. Fashion designers can work with Tapis artisans to create designs that are more in line with global market tastes without compromising the traditional values embodied in the distinctive motifs of Tapis (Redintan Justin & Kasmana, 2020). This

allows Tapis to be accepted in the international fashion world, while maintaining the authenticity and sustainability of the fabric-making tradition. For example, several global fashion designers have started to introduce Indonesian traditional fabrics, including Tapis, in their collections, demonstrating that local cultural products have the potential to compete in the international market.

However, the development of Lampung Tapis in the context of globalisation also faces several challenges. One of them is the issue of limited access to technology and capital needed to increase production capacity and expand market networks. Therefore, it is important to provide training to local artisans on more efficient production technologies and digital marketing so that Tapis products can be more accessible to the global market (Panca Putera & Adil, 2021). In this case, e-commerce platforms can be a very effective channel to introduce Tapis to the international market, while increasing the competitiveness of this product in the globalised world.

Cultural Story-Based Marketing to Improve the Competitiveness of Lampung Tapis

Cultural story-based marketing strategy is one of the most effective approaches in improving the competitiveness of traditional products such as Lampung Tapis in the international market. (Prasatyo Nugroho et al., 2021) suggests that a product with a strong cultural narrative can attract the attention of global consumers who value historical and cultural values. In this case, Lampung Tapis is not only seen as a textile product, but also as a representation of Indonesia's cultural diversity. By emphasising the story behind each Tapis motif, story-based marketing can create an emotional bond between consumers and products, which in turn can increase market demand (Syarif et al., 2021).

This strong cultural narrative also serves to introduce Tapis as a symbol of Indonesian creativity and innovation. The story of the Tapis-making process that requires high hand skills, the use of natural dyes, and the philosophy embodied in the motifs can be attractive to international consumers who value products with deep cultural stories and values (Gusti et al., 2023). By integrating these elements in the marketing strategy, Lampung Tapis can be more widely recognised as a product that not only has artistic qualities, but also reflects Indonesia's rich cultural identity.

In addition, story-based marketing can also strengthen Tapis' position in the global market by emphasising the sustainability and authenticity of the product. Today's consumers are increasingly concerned with the origins of the products they buy, as well as their impact on the environment and local communities (Suwandani et al., 2024). Therefore, by emphasising the story of the involvement of local artisan communities and the use of natural materials in

the making of Tapis, the product can be seen as a more ethical and sustainable choice in the international market. This approach, if implemented well, can be a very effective marketing strategy to increase the competitiveness of Lampung Tapis in the global market.

3. RESEARCH METHOD

The method of implementing this activity used a qualitative descriptive approach designed to provide an in-depth understanding of the cultural value and economic potential of Lampung Tapis. The stages carried out include:

1. Preparation: Gathered in-depth information on the history, manufacturing process, and philosophy of Lampung Tapis. Presentation materials were organised in the form of attractive visuals and narratives.
2. Implementation: Presentation was made at the Problematic Seminar on Global Accounting at Ryukoku University. The presentation material included an introduction to Lampung Tapis, an explanation of the symbolic meaning of the motifs, and a demonstration of Tapis fabric samples. Participants were also given the opportunity to touch and see Tapis products directly.
3. Evaluation: Involved active discussions with seminar participants to obtain feedback, identify opportunities for cooperation, and evaluate the impact of the activity on participants' appreciation of Tapis.

4. RESULTS AND DISCUSSION

This activity was held on 17 October 2024 at Ryukoku University, Kyoto, Japan, as part of the Problematic Seminar on Global Accounting. The seminar was designed to promote the diversity of world cultures, with a focus on Lampung's traditional fabric Tapis as a representative of Indonesia's cultural heritage.

The event began with opening remarks from the organising committee explaining the seminar's theme, the importance of cross-cultural collaboration in addressing global challenges. This speech was also a moment to introduce a glimpse of Tapis Lampung as one of the real examples of local cultural wealth that has global potential. The committee gave an introduction to the purpose of the seminar, which was to explore opportunities for cooperation between local craftsmen and the international community, as well as to promote Tapis as a high-value cultural product.

After the opening remarks, the main session on Lampung Tapis began with a visual presentation that had been professionally designed to give the audience a deeper understanding.

The presentation material covered the long history of the Tapis fabric, which originates from the traditions of the indigenous people of Lampung. The explanation began with the origins of the Tapis fabric, which is known to have been used by the people of Lampung for centuries as a symbol of social and spiritual status. The complex manufacturing process is also explained in detail, including the basic weaving technique using cotton threads, natural dyeing, and embroidery with gold threads that is done manually. The narrative involves explaining the philosophy behind Tapis' distinctive motifs, such as flora, fauna and geometric motifs, each of which has a symbolic meaning related to life, harmony and spirituality. The relevance of Tapis fabric in the modern era was also an important part of the presentation, as the fabric is now being used in contemporary fashion designs, both in Indonesia and abroad.

To give seminar participants a real-life experience, various physical product samples of Tapis fabrics with various motifs, sizes and designs were exhibited at the event venue. These fabrics ranged from traditional Tapis used in traditional ceremonies to modern variations designed for the global fashion market. Participants were given the opportunity to see, touch and observe first-hand the details of each Tapis fabric displayed. This activity not only allowed participants to appreciate the visual beauty and intricacy of Tapis craftsmanship, but also provided a deep insight into the cultural and artistic values contained within. In addition, the resource persons provided a first-hand account of the creative process behind the making of the Tapis fabrics, allowing participants to understand the dedication and high skill required to produce each piece of fabric.

After the presentation and exhibition sessions, the event continued with an interactive discussion involving seminar participants and resource persons. This discussion was designed to discuss in depth the collaboration opportunities between Lampung Tapis artisans and the global market. Some of the topics focussed on in this discussion included international marketing strategies, such as the use of e-commerce platforms to expand market reach, the importance of branding that reflects cultural values, as well as collaboration with international designers to create products that are more in line with global market tastes. In addition, challenges faced by Tapis artisans, such as limited access to technology and capital, were also highlighted. Resource persons and participants together explored innovative solutions that could support the sustainability of the Tapis industry in the future.

At the end of the session, feedback from participants was collected through a short survey. This survey aimed to measure the effectiveness of the activity, the participants' level of understanding of the material presented, and their appreciation of Lampung Tapis. In addition, the survey also collected suggestions and ideas from participants for similar activities in the

future. The data obtained from this survey will be analysed and used as evaluation material to improve future programs. The information gathered will also serve as the basis for designing more effective promotion and collaboration strategies for Tapis Lampung.

With this comprehensively designed set of activities, the programme is expected to not only raise international awareness of Tapis Lampung but also open up concrete opportunities for artisans to collaborate with global networks. This promotion is expected to be a strategic first step to support the preservation of Lampung Tapis culture while increasing its economic value in the international market.

5. CONCLUSIONS AND SUGGESTIONS

Lampung Tapis is one of Indonesia's cultural products that has tremendous potential to be introduced and developed at the international level. Through this activity, Lampung Tapis is not only recognised by the global community, but also opens up new opportunities for cooperation that can strengthen the economic empowerment of local craftsmen. The successful promotion of Tapis in the global market shows the importance of cross-cultural collaboration in introducing Indonesia's cultural wealth, which can have a positive impact on increasing the competitiveness of local products in the international market. Thus, Lampung Tapis has the potential to become a cultural symbol that not only preserves tradition, but also contributes to the local and national economy.

As a way forward, it is highly recommended to organise similar activities on an ongoing basis to ensure the sustainable and competitive development of Tapis Lampung. Such activities should involve more parties, including the government, the private sector and the international community, who can provide support in the form of policies, funding and market network development. A comprehensive and coordinated approach will provide opportunities to promote Tapis Lampung as a valuable cultural product, while strengthening its role in introducing Indonesia's cultural diversity internationally.

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ATTACHMENT

1. University of Lampung



2. Ryukoku University



3. Group Photo



4. Introduction to Tapis



5. Tapis Fabric

