

Research Article

Pecipaw (Peci Angpaw): Adding a Wallet in Traditional Peci with Enhancement of Betawi Gigi Balang Ornament

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ORCIDPratiwi Kusumowardhani: <http://orcid.org/0009-0005-2806-1934>Pingki Indrianti: <http://orcid.org/0000-0002-6766-7446>**Abstract.**

This paper sets out the additional value of peci, a hat usually worn by Muslim males in Jakarta during the celebration of Eid al-Fitr, as a symbol of Indonesian cultural identity and modesty. It is common practice for individuals to store money (angpau) in the peci for easy access, however, there is a problem with the existing traditional peci design. Money will scatter when the peci falls off, thus, compromising user comfort and safety. The peci design was explored by introducing an additional wallet feature with a zipper that allows customization and versatility. Additionally, the use of Betawi traditional ornaments further enhances the peci value, making it suitable as an iconic souvenir from Jakarta. This research applied the design thinking approach of the Hasso Plattner Institute (HPI) Stanford model with five steps comprised of empathize, define, ideate, prototype, and test as a problem-solving tool to provide a better understanding of the needs and perspectives of peci users. The results show that pecipaw innovation could cater to the added value of traditional peci products as an iconic souvenir of Jakarta. Further research will help to expand more explorative design and conduct user evaluation to establish objective measurements of the final prototype.

Keywords: *peci, gigi balang, betawi, ornament, wallet*

1. INTRODUCTION

Peci is the iconic Indonesian hat, as a symbol of cultural value, especially for Muslim men, and one of the attributes of Indonesian national identity [1], including the city of Jakarta. Apart from being a religious identity, people usually peci to store money, especially during the Eid al-Fitr celebration. However, there is a problem with the existing traditional peci design regarding the insufficient storage feature. Money will scatter when the peci falls off, thus compromising user comfort and safety.

According to this problem, it is necessary to develop the function of traditional peci with an additional wallet feature and the decorative pattern with Gigi Balang (a famous Betawi traditional ornament) as the surface design. The design thinking method is an

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Published 7 March 2024

Publishing services provided by
Knowledge E

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Selection and Peer-review under the responsibility of the JICOMS Conference Committee.

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alternative for developing design innovations for peci products. This method can help researchers understand and identify the problems faced by peci users by empathizing, then defining the problem (define), looking for creative and innovative solutions (ideate), making a product prototype (prototype), and testing the product independently and systematically (test). In the context of this research, the design thinking method will be applied to develop design innovations for peci products by adding wallet functions and Betawi decoration as aesthetic elements.

This research aims to produce innovative peci product designs with the additional function of wallets and Betawi gigi balang ornament as an iconic souvenir of Jakarta. Thus, it is hoped that this research can make an innovative contribution in developing peci products that are more practical and functional, as well as increasing the selling value of the product as a unique and aesthetic typical Jakarta souvenir.

This research will involve travelers and souvenir shops in tourist areas of Jakarta as respondents. Data will be collected through interviews, observation, and literature study. It is hoped that the research results can contribute to the development of better peci products that suit user needs and provide added value to the souvenir and tourism industry in Jakarta.

2. METHODOLOGY/ MATERIALS

The scope of this study is to develop the function of traditional peci with an additional wallet feature and the decorative pattern with Gigi Balang (a famous Betawi traditional ornament) as the surface design. The design development of this research used a design thinking approach as the problem-solving tool [2] [3], a human-centered (or customer-oriented) discovery process with an iterative cycle to serve innovation and solve complex problems [4] [5] [6] [7]. The design thinking concept initially appeared within the design community, a discipline that adapted the designer's method to match the user's needs [4]. Today the design thinking has been applied not solely by designers but in multidisciplinary teams [6] [8]. Author implemented design thinking of Hasso Platner Institute (HPI) Stanford model with five phases comprised empathize, define, ideate, prototype, and test [9] [10] [11].

Emphasize is the phase to determine the characteristics, needs, and expectations of potential users for which the product is designed. The activities can be carried out through observations to see detailed information and the problems that occur. In the Define phase, the team will analyze and synthesize data to specify the user needs and determine the core problem. Defining the right problem at the define phase will support

the ideate process. Ideate is the phase of finding, collecting, and generating ideas to create a required solution. In the Prototype phase, the team will build one or (in some cases) several prototypes as a visual representation of a solution that can be tested. Finally, the Test is the last phase to present the prototype to the original users to get feedback and check the function of the designed solution [6] [10].

This approach will be carried in the Results and Discussions out through systematic stages so that it will produce pecipaw products that are more practical and functional, with the aesthetic value of Betawi ornament as an iconic Jakarta souvenir. Each process will further be discussed in the results and discussion chapter.

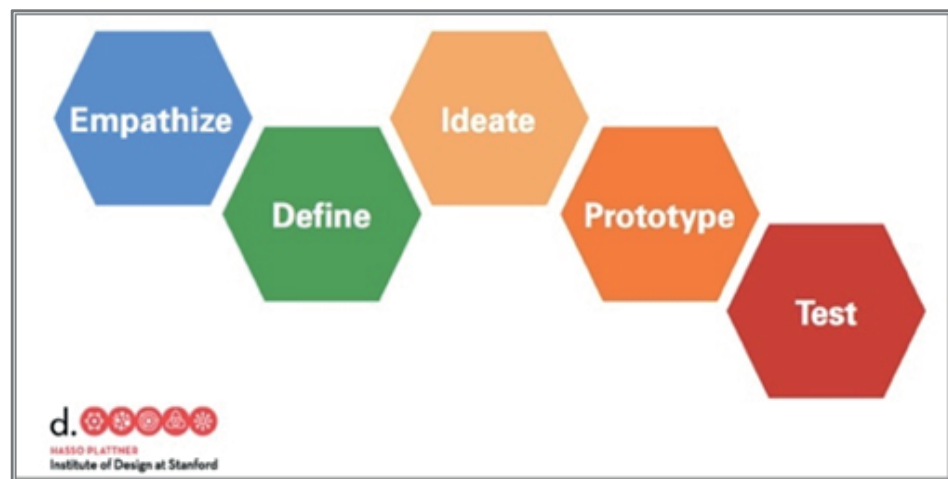


Figure 1: The Hasso Platner Institute (HPI) Stanford Design Thinking Model. (Source: <https://dschool.stanford.edu/>).

3. RESULTS AND DISCUSSIONS

3.1. Traditional Peci

Peci is the iconic Indonesian hat as a symbol of cultural value, especially for Muslim men, and one of the attributes of Indonesian national identity [1] that receives special attention in Indonesian society. In the past, people wore peci as a head cover to show modesty when socializing. Over time, peci has become a religious symbol, pride, and cultural identity. Peci design has changed and developed in modern models and colors. Research conducted by [12] showed that peci has a long history in Indonesia, starting from the Dutch colonial period. At that time, the black peci became a symbol of resistance and courage of Indonesian activists in fighting for national independence. Later, the black peci was adopted by many communities as a symbol of Indonesian national pride and identity.

However, most peci designs and functions are limited to the head cover. The existing designs have not yet addressed the requirements of another functional value, such as storing money (angpao), especially when celebrating Eid al-Fitr. Mustakim, etc., [13] explained the design of the Songkok Guru in kabupaten (the regency of) Takalar, which pays attention to practical and functional aspects for its users. In the case of this research, there are also additional options, for example, the side pockets to store the money. Hamidi and Asra [14] also show that Baju Kurung Melayu (apparel, including the peci) has potency in the creative industry and supports economic growth, so it needs to be developed with innovative and functional designs. Anam and Zulkarnaen [15] revealed that the tradition of wearing a skullcap among santri (students of Islamic boarding schools) could develop the inspiration for a more functional and modern peci design.

In conclusion, peci has high symbolic value for Indonesian society as an attribute of national identity. Even though the peci design has experienced significant developments, it is still limited to the function of head covering. Therefore, the innovative peci designs could attract a wider audience, thus creating the growth of the economy and the creative industries.

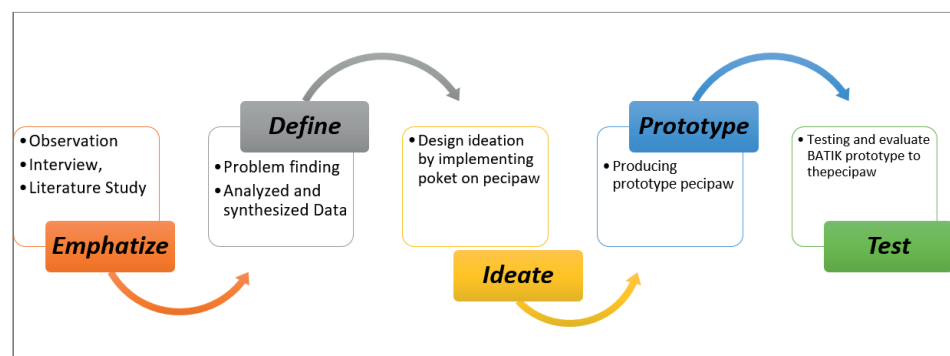


Figure 2: The Traditional Peci. (Source: <https://www.etsy.com/listing/929757220/african-kufi-hat-groom-and-grooms>)

3.2. Angpau

Angpau (usually pronounced with Ang-Paw) is the Chinese tradition that is adopted by many Indonesian societies. According to the Indonesian Dictionary of Kamus Besar Bahasa Indonesia (KBBI), the angpau means a small envelope for holding donations given to people who have a wish (for example, in a wedding celebration) in Chinese tradition or the money as a gift on Chinese New Year, et cetera. In its development, the angpao has become a symbol of Chinese and Indonesian acculturation. For many

years, Indonesian people adopted the angpau tradition, especially in the Eid-al Fitr celebration. Usually, the adults give the money (angpau) to children as a sign of affection and happiness.

According to Tazkiyah [16], the angpau tradition during the Eid holiday in Purwokerto also shows cultural adaptation. Following Agil Talcott Parsons' theory, which explains the cultural adaptation process, individuals will change their behavior to conform to the values and norms of the society in which they live. In this case, the angpau tradition is part of the cultural acculturation process in Indonesia. Apart from that, Aryani [17] shows that the angpau has become part of Indonesian culture and a symbol of unity. However, in the context of its added value, the peci has another function: to save the angpau during the ceremony. In conclusion, the angpau tradition on Eid al-Fitr is a cultural acculturation symbol. Using a peci to store money (angpau) can be an alternative functional value for many users.

3.3. Pecipaw (Peci Angpaw): Adding Feature Wallet with enhancement of Betawi Gigi Balang Ornament

The peci design was explored by introducing an additional wallet feature that allows customization and versatility, which helps users store the angpau while being suitable for other storage purposes. Furthermore, the peci design incorporates a sleek and minimalist aesthetic with gigi balang ornaments, making it a stylish accessory yet adding traditional value to endorse an iconic souvenir of Jakarta. This research applied the design thinking approach of the Hasso Platner Institute (HPI) Stanford model with five steps comprised of empathize, define, ideate, prototype, and test as a problem-solving tool to provide a better understanding of the needs and perspectives of the peci users. Figure 3 describes the implementation of five stages of HPI-Stanford design thinking model in developing pecipaw design.

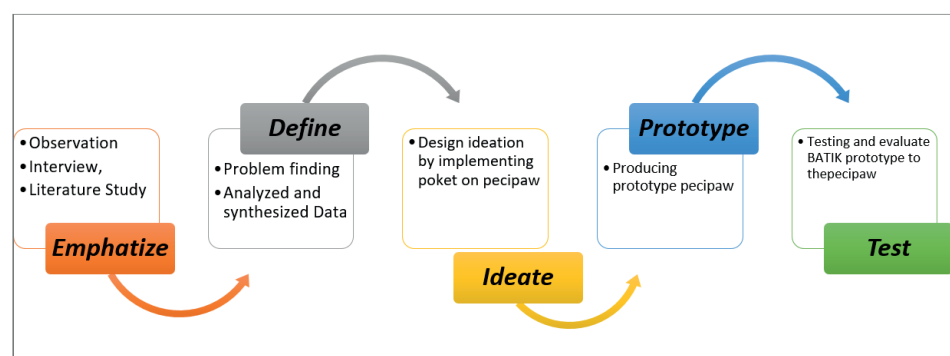


Figure 3: Implementation of the HPI-Stanford Model in Developing Pecipaw (Source: Author).

In the empathize phase, the team will determine the user’s problems, needs, and expectations when using existing traditional peci products by conducting an interview and adding observations to further delve into the users’ experiences and existing products to gain the brief for developing peci design. This phase also aims to establish a strong foundation for developing peci products that cater to the users’ demands and enhance their overall satisfaction.

The second stage is the define phase. The team analyzed and synthesized data to specify the user needs and determine the core problem of pecipaw users to formulate a design brief for developing the design. The phase involved identifying user objectives and pain points. By carefully analyzing the data, the team could create a comprehensive design brief to outline the specific goals and objectives for enhancing the pecipaw design (see Figure 4). In conclusion, the define phase pictured a habit of storing money (angpau) in the peci for easy access during the ceremony or celebration, but there is a problem with the existing traditional peci design. Money will scatter when the peci falls off, thus compromising user comfort and safety. The peci doesn’t have suitable storage or even the zipper (see figure.2). Based on this problem, the team will explore pecipaw design by introducing an additional wallet feature with a zipper that allows customization and versatility.

In the ideation phase, the team searched for creative ideas to develop the pecipaw design concept. These ideas were developed through brainstorming and group discussions involving pecipaw crafter. Concept ideas are represented in the mood boards (Figure 4) as a representation of style, including color, shape, and material choices.

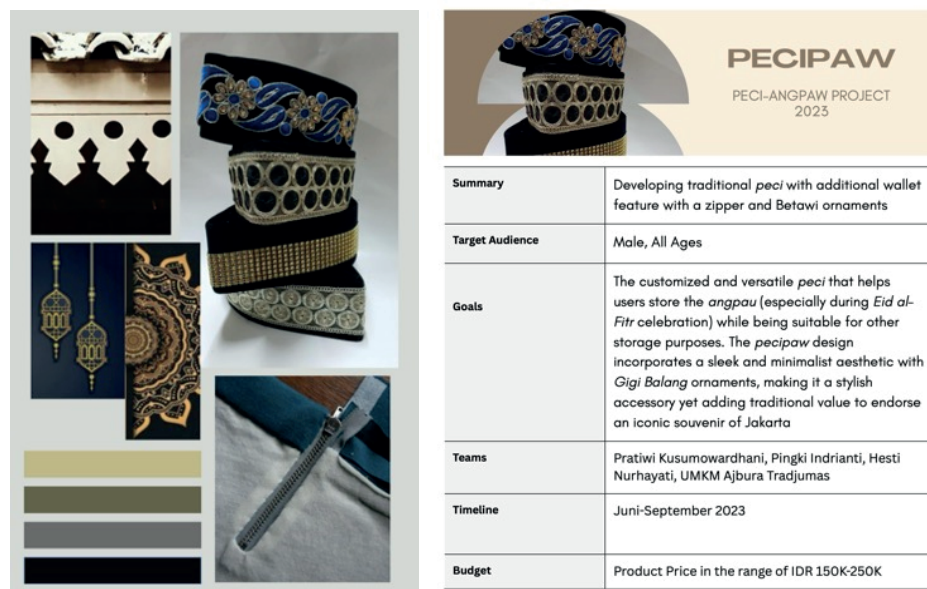


Figure 4: Mood board and Design Brief of Pecipaw Design Concept (Source: Author).

The fourth stage is the prototype. At this stage, the team created a prototype based on the design brief and mood board from previous phases (Figure 4) to accurately represent the final product's functionality and visual design. The team created the low-fidelity prototype using manual design sketches and some fragments of embroidery exploration (Figure 5). The team then created the high-fidelity prototype using real material embroidery stitches of gigi balang ornaments (Figure ??). This prototype allows for comprehensive testing and feedback from users, helping to identify any necessary improvements before moving on to the final stage of production.



Figure 5: The Low-Fidelity Prototype of Pecipaw (Source: Author).

The pecipaw innovation with additional wallet function and gigi balang ornaments represents the symbol of defense and courage. The chain stitches of the embroidery patterns represent the symbol of the unity of the nation. The white color represents the symbol of cleanliness and holiness. The material of this pecipaw is denim to conform to all ages.

The test phase is to present the prototype to the original users to get feedback and check the function of the designed solution through the interview. The results show that pecipaw innovation could cater to the adding functional value of traditional peci products and as the iconic souvenir of Jakarta.

4. CONCLUSION AND RECOMMENDATION

[2]Peci has high symbolic value as an attribute of national identity to cover males' heads to show modesty when socializing, especially during the Eid al-Fitr celebration. Over time, the function of peci evolved: to save the angpao (money) during the ceremony. Using a peci to store money (angpau) can be an alternative functional value for many users. The peci design was explored by introducing an additional wallet feature with a zipper that allows customization and versatility with enhancement of Betawi gigi balang

ornament. The pecipaw (peci-angpaw) innovation could cater to the added value of traditional peci products as an iconic souvenir of Jakarta. The innovative peci designs could attract a wider audience, thus creating the growth of the economy and the creative industries. Further research will help to expand more explorative design and conduct user evaluation to establish objective measurements of the final prototype.

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