

# Analysis of Embroidery and Sequin Decoration Results on Party Dresses by Fashion Designer Riki Damanik

**Author:**

Aqilah Putri<sup>1</sup>  
Dina Ampera<sup>2</sup>

**Affiliation:**

Sekolah Tinggi Keguruan  
Ilmu Pendidikan Pangeran  
Antasari<sup>1,2</sup>

**Corresponding email:**

[putriaqilah108@gmail.com](mailto:putriaqilah108@gmail.com)

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**Abstract:**

This study aims to determine the embroidery and sequin decoration techniques on party dresses at the Riki Damanik boutique. The method used is the Qualitative Research Method. The data collection tools used are interviews and observations. The results of the study indicate that the embroidery and sequin decoration techniques applied at the Riki Damanik Boutique combine manual and machine processes to produce clothes with an elegant and exclusive appearance. The embroidery and sequin decorations applied not only function as aesthetic elements but also add to the durability of the party dress. The combination of high-quality materials and careful workmanship techniques make this boutique's products more valuable than similar products on the market. Party dresses with embroidery and sequins from this boutique not only follow fashion trends but also offer a distinctive identity that distinguishes them from competitors. The selection of detailed motifs, colors, and workmanship techniques is a special attraction for customers who want clothes with high artistic value. Researchers are looking for innovation and sequin installation techniques to be more economical without reducing quality and durability. Despite facing several challenges in production, this boutique has great potential to continue to grow with innovative strategies in design, production efficiency, and marketing. By maintaining quality and following fashion trends, boutiques can continue to attract customers who want exclusive party wear with luxurious touches of embroidery and sequins.

**Keywords:** Durability; Embroidery; Sequins; Quality

## Introduction

Since the beginning of time, humans have been able to move their bodies to different parts of the body via a variety of techniques, including shells, wood, leaves, animals, and grass. The ultimate goal of humans is only to protect the body from diseases such as animal disturbances, weather, climate, and nature. However, as time goes on, the function of the business no longer only serves as a means of nourishing and protecting the body; it also provides a sense of security to those who use it, allowing them to be seen as trustworthy. (Rizqi & Maeliah, 2020).

Clothing is everything that is derived from the tip of the head, so the tip of the foot provides beauty and comfort, for example. Clothing serves not only to protect the body from the environment and surrounding water but also to increase the appearance of beauty (Perca, 2022).

Dress fashion is a type of business specifically used for festive parties and celebratory banquets. It requires a higher level of self-confidence so that one can appear in a crowd and a greater sense of luxury and attractiveness so that one's identity will be more perceptive. (Isfar & Widowati, 2020).

Embroidery is a type of material applied to cloth or other materials using a sewing needle and thread. (Fitri & Prihatin, 2024).

Beads, also often referred to as Payet, are a type of object that is small and shaped like a small and is used as a place to put thread or rope in place. It is then used as a thread. Sequin is frequently combined as a party business. A sequin is a shiny decoration composed of little rounds that is used on clothes, shoes, hats, etc. Sequins may also be made using several modes or other beads. Sequins also serve the purpose of making businesses appear more embossed, shiny, luxurious, and elegant. The purpose of Sequin's installation is to provide a beautiful impression, which will draw attention from people who see it, and the products of the company that are offered will be seen clearly. (Vera et al., 2021).

The use of embroidery and sequins is increasingly popular in the fashion industry, along with the development of fashion trends and the increasing demand for luxurious and elegant party wear. This requires designers to continue to create designs that highlight beauty and uniqueness, especially in party wear.

Embroidery and sequins in party wear require very precise and professional techniques. Designers face challenges in using the right materials and efficient application techniques. This is where it is important to understand how embroidery and sequin embellishments can affect the overall appearance and quality of the garment, especially in terms of symmetry, durability, and the resulting visual effects.

Heri Suhersono (2004) describes embroidery as one of the decorative crafts (for various clothing accessories) that focuses on the beauty and composition of thread colors on various fabrics with the help of a set of sewing machines, such as a computer embroidery sewing machine, or a sewing machine. so that embroidery can be applied to party clothes with various shapes or motifs makes party clothes look more exclusive. (Sofariah & Maeliah, 2022).

One of the challenges faced by designers like Riki Damanik is adapting the elements of embroidery and sequins to the theme of the clothing without reducing the aesthetics or even making the design excessive or inappropriate for the purpose of the party dress itself.

In party wear, embroidery and sequin patterns must be arranged very carefully to create visual balance. Sometimes, messy embroidery designs or asymmetrical sequin placement can ruin the whole look. Therefore, analyzing how Riki Damanik overcomes this problem with consistent techniques and designs becomes very relevant.

As the quality of clothing improves, clients and consumers are increasingly paying attention to the durability and quality of embroidery and sequins. This issue needs to be analyzed to ensure that the embellishments are not only visually appealing but also have good durability after being worn or washed.

Riki Damanik, as a designer, may also experiment with new materials or techniques in the application of embroidery and sequins. Research on the results of these experiments is important to find out how these innovations can improve the quality and appeal of the party wear created.

With so many designers competing in the party wear market, Riki Damanik needs to show excellence in design and technique. In this case, the analysis of embroidery and sequins can provide insight into the uniqueness and excellence of Riki Damanik's work compared to other designers.

## **Literature Study**

### **Embroidery as a Decorative Technique in Business**

Embroidery is a method of drawing a picture by using a thread that is intended to create a certain pattern or pattern. Embroidery can be done by hand (hand embroidery) or by machine (machine embroidery). Embroidery not only improves the aesthetics of a business but also provides an eye-catching texture and visual dimension. Embroidery is frequently used in important areas such as the neckline, sleeves, and bottom of dresses in party business contexts. (Teknologi et al., 2022).

### **Sequin Application in Party Clothing**

Sequins are a small decorative element that is typically used to apply to fabric to provide a sparkling effect. Sequins are frequently used in party businesses since they can create a glamorous and luxurious vibe. Combinations of colors, sizes, and sequin patterns provide a variety of designs that are eye-catching and increase business sales (Sumber & Star, 2020).

#### Sequins and Embroidery Synergy in Clothing Design

According to Pratiwi and Sari (2019), the combination of embroidery and sequins creates a complex yet harmonious design. Sequin is frequently used to illustrate motifs, whereas embroidery provides a graphical element for more realistic sequin illustrations. (Pratiwi & Yuningsih, 2022).

#### Local Party Clothing and Cultural Values of Design

Local businesses frequently adapt regional themes, such as ethnic themes, regional flora and fauna, and other symbolic forms. Embroidery and sequin decorations serve as visual aids to illustrate the mentioned cultural identity, as well as to indicate the needs of the market for a variety of arts and party businesses (Nursyifa & Nurlita, 2021).

#### Riki Damanik Case boutique

Butik Riki Damanik is known for its exquisite designs that combine traditional and modern elements through the use of sequins and embroidery techniques. Even though there isn't much specifically discussed in the journal of scientific, the analysis of the boutique portfolio reveals the use of the fine embroidery technique, which is combined with colorful sequins as the hallmark of her Desirana business. The purpose of this study is to analyze the results of this investigation, whether from a technical, visual, or sales value perspective.

### Research Methods

The research method used is the Qualitative Method (Waruwu, 2023). Data collection tools in the form of interviews and observations. The Qualitative Research Method is very suitable to be chosen because to analyze the results of embroidery decorations cannot be measured with numbers, but more precisely explained with in-depth descriptions (V. Wiratna Sujarweni, 2014) .

This research can only be obtained through interviews and observations. The subjects in this study were Riki Damanik Boutique Designers and Boutique Customers (Kiri & Kampar, n.d.).

Data collection techniques used (Herdayati et al., 2019):

- a. Interviews with boutique owners to find out the techniques used in making embroidery and sequin decorations. Interviews with boutique customers to find out the results of the decorations.
- b. Direct observation to see the quality of the materials and the durability of the decorations and sequins.

The data for this research are (Sarosa, 2021) :

- a. Interview and Observation Notes.
- b. Documentation photos of Designer Riki Damanik's work.
- c. Customer assessment of the results of embroidery and sequin decorations.

### Results

#### 1. Interview Results

Based on interviews with Riki Damanik Boutique Designers, information was obtained about the embroidery and sequin decoration techniques used in party dresses. These techniques combine manual

and machine processes to produce clothes with an elegant and exclusive appearance. The detailed work process gives every dress in the Riki Damanik boutique a unique and luxurious appearance. However, it requires a longer production time and higher costs than ordinary party dresses.

Based on the results of interviews with customers, customers are willing to pay more for clothes with embroidery and sequin decorations because they see their aesthetic value and exclusivity. However, boutiques need to manage customer expectations regarding production time in order to remain competitive in the market. It was found that most consumers like embroidery and sequin details because they provide a luxurious and exclusive appearance and increase customer confidence in the clothes they wear, making the wearer look more elegant at their event. However, some customers also conveyed their answers, namely that the price of clothes with embroidery and sequin decorations tends to be more expensive than plain party dresses, and the production time is quite long for costume orders because of the detailed work.

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Increase customer confidence with the clothes they wear so that the wearer looks more elegant at formal events.

- a. Improve Fashion Aesthetics: Gives a more luxurious and exclusive look.
- b. Has a high selling value because the embroidery and sequins are done manually, giving a premium and durable impression.

However, some customers also expressed challenges, such as:

- a. The price of clothes with embroidery and sequins tends to be more expensive than plain party clothes.
- b. Quite long production time for custom orders due to the detailed workmanship.

## **2. Observation Results**

Based on direct observation of boutique products, it was found that the embroidery and sequins have good quality standards of decoration with fine sequin details and good durability.

- a. Embroidery Durability: The stitches are strong and do not come off easily, even if used several times. Before being worn, the clothes will enter the quality control stage, which will be checked one by one.
- b. Sequin Adhesion: The sequins are attached firmly and do not fall off easily, even if the clothes are worn for a long time.
- c. Comfort: Basic materials such as premium organza, satin, and tulle provide comfort even though the clothes have many decorative details.

The embroidery and sequins applied not only serve as aesthetic elements but also increase the durability of party wear. The combination of high-quality materials and meticulous craftsmanship makes this boutique product more valuable than similar products on the market.

The boutiques embroidered and sequined party dresses not only follow fashion trends but also offer a distinctive identity that sets them apart from their competitors. The selection of detailed motifs, colors, and workmanship techniques are the main attractions for customers who want clothes with high artistic value.

Party dresses at Riki Damanik Boutique have a uniqueness that distinguishes them from other boutique products. They are Exclusive Designs that combine traditional elements with modern trends in embroidery motifs and sequin placement.

- a. The boutique's party wear collection consists mainly of elegant colors, such as pastels and bold colors.
- b. Challenges faced by Butik Riki Damanik craftsmen in Embroidery and Sequin Production: The production process is long because the details are done manually and take a long time compared to ordinary clothes.
- c. High material costs, such as silk thread, crystal sequins, and high-quality fabrics, require large investments.
- d. Not all craftsmen have high-quality skills in embroidery and sequin installation, so they have to give it to other craftsmen who are more patient or skilled.

## **Discussion**

### Interpretation of Results

The results of the study show that the embroidery and sequin decorations used in party dresses at the Riki Damanik boutique have good quality, both in terms of aesthetics and durability. More detailed and artistic patterns are produced by a combination of machine embroidery and manual embroidery techniques, while hand-sewn sequins give a unique impression to the clothes.

In addition, the selection of materials such as silk and rayon threads, as well as crystal sequins and synthetic pearls and Japanese sand sequins, contribute to creating a luxurious and elegant look. However, the detailed workmanship process causes the production time to be longer than clothes without embroidery and sequins.

### Comparison with Previous Research

Previous studies have shown that the use of embroidery and sequins in party wear can increase the aesthetic value and selling power of the product.

On the other hand, this study found that, compared to previous studies, Riki Damanik boutique changed the embroidery and sequin techniques in a more contemporary way, namely by

- a. Combining traditional and modern elements in the embroidery motif design.
- b. Changing the design and color according to fashion trends, making the clothes more attractive to customers.
- c. Using a combination of machine embroidery technology and manual touch to ensure high quality.

### Implications of Findings

The results of this study have several impacts for the fashion industry, customers, and manufacturers:

#### The Fashion Industry:

1. Increase appreciation of embroidery and sequins as the main decorative elements in party wear.
2. Show that the combination of manual and machine embroidery techniques can produce high-quality products with better efficiency.
3. Open up opportunities for design innovation by exploring more creative motifs and sequin application techniques.

#### Customers:

1. Provide a choice of more exclusive party wear with luxurious details.

2. Increase the wearer's confidence because clothes with embroidery and sequins tend to give a glamorous and elegant impression.
3. Increase customer insight into the quality of embroidery and sequins so that they are more selective in choosing fashion products.

Manufacturers (Riki Damanik Boutique):

1. Provide information on the advantages and challenges in the production of embroidery and sequin-based clothing.
2. Become evaluation material to increase production efficiency, for example by optimizing the use of embroidery machines without eliminating manual touches.
3. Encourage the development of design innovations to remain competitive in the party wear fashion market.

Factors Affecting Results

Some factors that affect the quality of embroidery and sequins on party dresses in this boutique include:

#### 1. Type and Quality of Material

The selection of embroidery thread and type of sequins greatly determines the final result. High-quality materials produce a more exclusive appearance but with higher production costs.

#### 2. Workmanship Technique

Embroidery done with a combination of machines and manually produces neater results, but requires skilled labor that is quite rare.

#### 3. Production Time

Party dresses with embroidery and sequins take longer to make than plain dresses, which can affect production efficiency.

#### 4. Fashion Trends

Customer demand often changes with trends, so boutiques must always adapt to designs that are in demand.

#### 5. Selling Price and Customer Purchasing Power

Products with high-quality embroidery and sequins have higher prices, which may only be affordable for certain market segments.

### Conclusion

Based on the results of interviews and direct observations with the Riki Damanik Boutique Designer, it can be concluded that the combination of manual and machine techniques produces high-quality products with attractive aesthetics. Embroidery and sequins not only increase the aesthetic value, but also strengthen the boutique's competitiveness in the party fashion industry. Despite facing some challenges in production, this boutique has great potential to continue to grow with innovation strategies in design, production efficiency, and marketing. By maintaining quality and following fashion trends, the boutique can continue to attract customers who want exclusive party clothes with a touch of luxurious embroidery and sequins.

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