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## Colors, Motifs and Lines That Match The Character of The Body

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**Abstrak:** Pakaian merupakan salah satu kebutuhan pokok hidup manusia selain sandang dan papan. Pakaian yang dimaksud bukan hanya sekedar selembar kain yang melekat pada tubuh, melainkan juga mencakup aksesoris lain seperti tas, sepatu, topi, kacamata, ikat pinggang, cincin, anting, dan sebagainya di samping tata rias dan rambut. Fungsi berpakaian di sini bukan hanya untuk menutupi dan melindungi tubuh dari dingin dan sengatan matahari saja, melainkan juga untuk mempercantik pemakainya dan menutupi kekurangan tubuh, menonjolkan kelebihan yang dimiliki seseorang, sekaligus menampilkan kesan tertentu dari pemakainya. Secara garis besar, faktor-faktor yang mempengaruhi cara berpakaian seseorang dapat digolongkan menjadi dua, yaitu: faktor internal dan faktor eksternal. Pakaian yang serasi dan menyenangkan bagi pemakainya tidak semata-mata ditentukan oleh bahan yang mahal dan mewah, melainkan bergantung pada perpaduan yang serasi dan selaras dari berbagai aspek atau faktor yang mempengaruhinya. Tingkat kepuasan dan keserasian dalam berpakaian dipengaruhi dan ditentukan oleh perpaduan banyak faktor yang tidak dapat dipisahkan satu dengan yang lainnya. Kombinasi beberapa faktor, baik faktor internal maupun eksternal, sangat berpengaruh terhadap pilihan mode seseorang atau sekelompok orang.

**Kata Kunci:** Warna; motif; garis; karakter tubuh.

**Abstract:** *Clothing is one of the basic necessities of human life besides food and board. The clothing in question is not just a piece of cloth attached to the body, but also includes other accessories such as bags, shoes, hats, glasses, belts, rings, giwangs, and so on in addition to makeup and hair makeup. The function of dressing here is not only to cover and protect the body from the cold and sunburn, but also to beautify the wearer and cover up the flaws of the body, highlight the strengths that a person has, as well as to display a certain impression of the wearer. Broadly speaking, the factors that affect the way a person dresses can be classified into two, namely: internal factors and external factors. Matching and pleasing clothing for the wearer is not solely determined by expensive and luxurious materials, but depends on a harmonious and harmonious combination of various aspects or factors that affect it. The level of satisfaction and compatibility in dressing is influenced and determined by a combination of many factors that are inseparable from one another. The combination of several factors, both internal and external factors, is very influential in the fashion choice of a person or a group of people.*

**Keywords:** *Colors; motif; lines; body characters*

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## INTRODUCTION

In line with the development of the times, humans wear clothes not only to meet the main needs, namely to cover body parts, to protect the body from the cold and sunburn, but also to beautify the wearer and cover the shortcomings of the body, highlight the strengths that a person has, and to display a certain impression of the wearer.

Wearing inappropriate clothing can create the opposite impression of the expected appearance. There are people who dress to highlight their origins or want to highlight their personality or profession. Dressing appropriately is very necessary because good appearance can affect a person's feelings, so that it can increase the passion for life and generate confidence (Aswiana, 2005: 58). Furthermore, a person dresses not only to cover the body, but also to add to the beauty and beauty of the wearer and meet the requirements of a good civilization. Besides that, clothing is also useful to highlight the personality of the wearer according to the desired taste, including heart feelings, mood, time and place of use.

In daily life, the choice of fashion model, fashion shape, type of material, color, and texture of fashion materials greatly affect the self-image and appearance of the wearer. Yumastuti (2005: 49) stated that building a personal image is very important to show the quality of oneself in achieving success and success in all fields. Therefore, everyone needs to have knowledge about various aspects/factors in fashion selection so that their image can be built and their quality improves.

Good fashion design must be based on the right and harmonious arrangement of various design elements, namely: lines, shapes, motifs, sizes, colors, and textures. The creation of the design needs to pay attention to the physical and psychological condition of the person who will wear it. In addition to paying attention to these two factors, it is also necessary to understand, that a person dresses not only to cover the body and aurat, but clothing functions to add beauty, namely covering less than perfect body parts and highlighting the shape of beautiful body parts. The way we dress also reflects personality, because the clothes we wear can show feelings and moods.

Choosing the right clothes is very important. Aswiana (2005: 59) stated that in order to get the color of clothes that suits the wearer's physique, there are many things that must be considered, namely compatibility with skin color, eye color, hair color and body shape. In order for the goal of dressing to be achieved, the selection of clothing colors that are appropriate or in harmony with the wearer, is a very important factor because harmony in dressing will be achieved.

## METHOD

Metode merupakan informasi teoritis dan teknis yang memadai untuk pembaca dapat The research method carried out in this article journal is using the development research method, where this research will help us obtain data and solve problems that exist in our body. Then it will be adjusted to the character of each body, and will be able to produce colors, motifs and clothing lines that match the character of each body.

## RESULTS AND DISCUSSION

### Types of Body Shapes

Every human being has different characteristics of body shape. The basic shape of the body is divided into 3 types, namely:

- Ideally, a person is said to have an ideal body shape, if the ratio between height and weight is balanced. This body shape is very desirable for everyone, because if you wear any outfit, it will look appropriate and attractive.
- Thin, a person is said to have a thin body shape, if his weight is less than the ideal weight.
- Fat, a person is said to have a fat body shape, if his weight is more than the ideal weight.

In its development, the basic shape of the body can be explained in more detail, namely:

- The body shape is thin and short, with characteristics including: body height below average (<160 cm), weight less than ideal weight.
- The body shape is short and fat, with characteristics including: body height below average (<160 cm), weight more than ideal weight.
- The body shape is thin and tall, with characteristics including: body height above average (>160 cm), weight less than ideal weight.
- The body shape is tall and obese, with characteristics including: body height above average (>160 cm), weight more than ideal weight.
- The shape of the body is large in the upper body, with characteristics such as the body part from the waist up is larger than the bottom.
- The shape of the lower body is large, with characteristics such as the body part from the waist down is larger than the top.

### The Influence Of Color And Motif On Body Shape

- Short thin body shape, choose bright, light colors. The motif is striped in a horizontal direction, and medium size.
- Short chubby body shape, choose dark colors, cool colors. Striped motif with vertical line direction, medium size.
- Tall thin body shape, choose bright colors and hot colors. Geometric motifs with a rather large size.
- Tall fat body shape, choose cool and dark colors. Medium-sized motifs lead to small and sparse.
- The upper body shape is large, choose a dark color for the blouse and a lighter color for the skirt. Skirt motif, with large to medium size.
- The shape of the lower body is large, choose a light color for the blouse and a darker color for the skirt. Motifs for blouses, with large to medium sizes.

## Fashion Lines According To Body Shape

### 1. Horizontal Line Pattern

If you want to look long, using stripe patterns or sideways stripes can be an option for dressing. Usually this stripe model is good for those who have a thin and slender body. So, when using it, the body will look full and fit to be attached to the body.

### 2. Downward Line Pattern (Vertical)

Down stripe or down stripe pattern is perfect for those of you who want to look thin and slim. This motif can also help the body to look taller to the user.

### 3. Diagonal stripes are rare in clothing.

This shirt is suitable for owners of slim or full bodies. By playing with the lines, it can be a charming fashion choice for anyone who likes it.

### 4. Wide Line Pattern

If you don't want to look like you have a wide body, it's a good idea to avoid this type of stripe motif. The wide line pattern creates the impression of a wider body than it actually is. So if you want to appear bold, this pattern can be an option for you.

### 5. Small Line Pattern

The impression of being slim and small body will be created if you wear clothes with small stripes like the one above. You can find it in dresses, sweaters, and also blouses to make it a fashion choice to look simple and charming.

## CONCLUSION

Compatibility and suitability in the choice of fashion are not solely determined by expensive materials and luxury, but depending on the harmonious and harmonious combination of various aspects/factors that affect it such as model, motif and quality of materials, time and the opportunity of use, the age of the wearer, the body shape and skin color of the wearer and the fashion that was developing at that time. In general, there are three considerations in choosing and wearing clothes in order to achieve harmony in dressing. First, Beauty, which is overall whether the clothing is attractive or not if worn. Second, conformity, namely whether the clothing is used at the right place, time and occasion. Third, Appropriateness, namely whether the clothing is compatible with the shape of the body, color skin, age and personality of the wearer.

In addition to these three considerations, the compatibility in dressing becomes more perfect if the type and pattern of materials, outlines of clothing (silhouettes), complements, makeup and hairstyles are suitable for the wearer. Keeping up with fashion is not just about imitating or following along, but to find out what are the new characteristics or elements that exist in the most up-to-date fashion at that time, and when it is considered necessary to introduce new elements that are suitable for us. In addition, it must also pay attention to what or things are our capital, starting from the shape of the face, the shape of the our body, personality, age, social position and social environment. Not all clothes are suitable for everyone or at any time. In choosing clothes is influenced by consideration of the fulfillment of biological functions, Consideration of the psychological aspects of the function clothing, and Considerations of Social Aspects in Dressing. The level satisfaction and compatibility in dressing is influenced

and determined by a combination of many factors that inseparable from one another. Combination of several factors, both internal and external factors are very influential in the choice of clothing for a person or a group of person.

### **Suggestion**

The general terms and conditions of dress as stated above, are not automatically applies universally to any persons, a number of individuals or members of certain organizations and communities, such as members of an order or monastery, religious scholars, traditional leaders, people with physical disabilities, who determine the peculiarities of certain colors, models, and clothing materials for their respective members.

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