

## **ABSTRACT**

### **VISUAL ADAPTATION OF ACEH SONGKET WEAVING PATTERN ON FASHION PRODUCTS WITH EMBROIDERY TECHNIQUE**

By

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*Indonesia has a diversity of cultures, one of which is the culture of Aceh which has a Traditional Fabric in the form of Aceh Songket Woven Fabric which is realized in a distinctive visual motif in the form of woven motifs. Motifs that are known to the public include the Aceh pintoe motif, bungoeng jeumpa, pucok meiria, meutalo cloud, bungong mulu merante, pucok rebong and others which are potential to be developed. In addition, there are still few designers who process and are inspired by Aceh songket weaving, especially visual motifs on Aceh songket weaving in fashion products. Meanwhile, the motifs in Aceh songket weaving have distinctive visuals and characteristics from the shape of interesting weaving motifs. This is an opportunity to develop the visual motifs of Aceh songket weaving by using embroidery techniques as decorative elements in fashion products so as to provide variations that have aesthetic and economic value and have the opportunity to be expanded to the community. The purpose of this research is to apply the visual development of Aceh songket woven motifs with embroidery techniques on deluxe ready to wear fashion products. The research method used is qualitative method. The data search techniques used are: Observation, Interview, Literature study, Exploration, and Final result fashion product.*

*Keywords: Aceh Songket Weaving Motif, Embroidery Technique, Ready-to-Wear Deluxe*