

ABSTRACT

**INTERACTIVE BOOK DESIGN FOR UIS KARO TRADITIONAL
FABRIC**

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Indonesia is known to have a lot of cultural diversity, such as the traditional woven fabrics widespread within ethnicities in Indonesia. Nowadays, these woven fabrics are getting popularised by communities who crave for more traditional things made locally. Speaking of woven fabrics in North Sumatra province, people in general only acknowledge the Ulos of Tanah Batak. While in fact, there are some typical woven fabrics that are different from Ulos. One is the Uis Gara of the Karonese. However, the existence of Uis Karo is increasingly threatened because in some traditional ceremonies, many Karonese prefer to replace the Uis Karo with the more popular Batik and Songket. Indonesian society as well, doesn't recognize the Uis Karo in general. However, the product has been more salable than ever, since executed creatively by craftsmen who develop new motives and design derived products.

To solve these problems, the author intends to design an interactive book to introduce the variety of Uis Karo and its derivatives in the scope of creative industries. In this study, the author uses several methods of data collection such as observation to the craftsmen workshop locations in Karo and Medan, documentation for hand weaving process of Uis Karo and its derivative products, literature studies related to multimedia design and variety of Uis Karo, and interviews with expert sources. The comparison matrix is used to juxtapose several visual objects that worth being referenced. The author uses many theories including elements of graphic design, interactive multimedia, photography and videography. In addition, the theory regarding Karonese society is being included as a reference to the book content.

As of the results, this design will be implemented as interactive digital books that can be accessed through the Internet by using mobile and computer devices. Aside from being a source to introduce the Uis Karo for domestic and foreign tourists, this book will help the craftsmen to promote their finished, purchasable products.

Keywords: Uis Karo, handwoven fabrics, interactive book