

ABSTRACT

FASHION GRAPHIC DESIGN TO INTRODUCE BATAKNESE YOUNG GENERATION ABOUT GORGA ORNAMENT

Batak Toba is one of the tribes in North Sumatra, it has cultural heritage in the form of art Gorga. Gorga is ethnic ornament which was formerly used as decoration for traditional Batak house. But there are many of the younger generation who do not know gorga. This is unfortunate because young people have an important role in preserving the culture of Indonesia. Therefore it is necessary to introduce younger generation about Batak ornament gorga in a new media. Based on the survey results and interview with several speakers, fashion graphic is the solution because clothes and accessories are able to bring a message of cultural meaning and has a strong role in the social support of the younger generation. Fashion graphic design here in the form of visual identity, editorial design as, lookbook, website, and packaging, as well as application / graphic styling gorga on fashion products. The author uses descriptive method qualitative while the method of data collection using interviews, observations, questionnaires, and literature studies. Through this design, the author wants to introduce and increase the interest of Batak younger generation against one form of Batak art, gorga.

Keywords : Design, Fashion Graphic, Gorga