

ABSTRACT

THE PROCESSING OF SARONG MAJALAYA AS A MAIN MATERIAL OF BAG PRODUCTS

Fashion accessories such as bag gained so much interests nowadays. Many types of bag, both design and shapes has their own spesific market. Traditional fabrics is one of many material which gains a lot of enthusiasm nowadays. Traditional fabrics such as tenun and batik are known as one of the material that frequently used in bag products. In West Java itself, there are many traditional fabrics one of them is sarong Majalaya. Sarung Majalaya known as a sheet of fabric that commonly used as praying tools and daily clothes. But, besides all of the mentioned, sarong Majalaya has a potential to be produced as bag products, due to a few people who has explore it yet. With the experimental methods in fabric processing such as manipulating fabrics, sheets of sarong Majalaya able to be produced to a higher value products. With adjustment in target market and design, bag with sarong Majalaya as a main material able to be used as a daily bag products.

Keyword(s): fashion, accessories, bag, sarong, Majalaya