

ABSTRACT

Indonesia is known as a nation enriched by cultures, the cultures in Indonesia are very diverse, which has the potential to be preserved. Likewise for the South Sulawesi cultures, one of the cultures in South Sulawesi which has a traditional value and has its own specialty is the traditional clothes. In South Sulawesi exists four ethnic groups, which are Bugis, Makassar, Mandar and Tana Toraja (Tator). Baju Bodo is the traditional clothes for women in South Sulawesi. Baju Bodo is also known as one of the oldest clothing in the world. Like all traditional clothes, it is made out of fabrics. Every region has their own variety of diverse fabrics and cloth, and in South Sulawesi there is woven fabric. At first in South Sulawesi woven silk which are made into sarongs are usually called lipa made by the women of the tribe by using a traditional loom machine. The methods used in this research are the qualitative method, with the data collection method obtained from field studies by visiting the manufacturer of sengkang woven fabrics, literature studies as well as experimentation studies by using the embellishment technique. Designing Baju Bodo into Semi-Formal Clothing to Enrich The Local Styles in Fashion Industry

Key word : *Baju Bodo, traditional clothes, South Sulawesi, woven fabric (lipa).*