

ABSTRACT

Known for their traditional handwoven fabrics, Donggala one of the district in Central Sulawesi, Indonesia produces Ikat Weaving called Buya Bomba. It has 18 ancient pattern that has been neglected due to the difficulties either in the process of making and delivering the messages to continue the product to be made. But recently in order to conserve Buya Bomba, the local government necessitate their employees towore it in their even that usually worn formally as one of their fashion item necessities. Due to introduce and inovate the motif's in Buya Bomba, the motif's processed into digitalized motif's and applied with digital printing techniques and turned into fashion product that could become an alternative option to be worn at any event and also able to be worn as daily outfit for Donggala's goverments employees.

Keywords : *Buya Bomba, digital printing, fashion product*