

## **ABSTRACT**

### **APPLICATION OF TATTOO OF DAYAK IBAN TRIBE WITH EMBROIDERY TECHNIQUES FOR FASHION PRODUCT**

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Indonesia with its ethnic and cultural diversity has its own uniqueness. One of them is tattoo of Dayak Iban tribe from Kalimantan. Dayak Iban tribe has many cultures that became the identity of their tribe. One of them that related to art is the tattoo. Unfortunately, this tattoo ornamental artistry gradually began to be abandoned. Even though the tattoo has a great historical value, not many people know the shape of Dayak Iban tattoo. With this phenomenon, these spesific culture of Dayak Iban tribe has a chance to be developed. The study was conducted with qualitative methods by conducting literature studies, interviews, and experimental stages. The development will be explored by way of motivication. One of rekalatar techniques, which is embroidery, will be used in the next step. With this technique, tattoo of Dayak Iban tribe will be crystallize to be fashion product for women in the form of ready-to-wear with modern fashion silhouettes which is outerwear.

Keywords : Tattoo of Dayak Iban tribe, Rekalatar Technique, Embroidery, Fashion Product.