

## **ABSTRACT**

### **DESIGN OF FASHION PRODUCTS AS THE SOUVENIR WITH THE INSPIRATION OF THE MOUNTAIN TOURISM OF TANGKUBAN PERAHU**

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*Taman Wisata Alam (TWA) Tangkuban Perahu Mountain is one of the favorite tourist destinations of local and foreign tourists. As one of the tourist destinations, TWA Mount Tangkuban Perahu provides various types of souvenirs. But the souvenirs provided do not visualize and represent the tourist park itself so that it does not meet the needs and functions of the souvenir. The function of souvenirs according to Hugh Wilkins (2009) is souvenirs as gifts, as memories, and as evidence of experience. On the other hand the Nature TWA of Tangkuban Perahu Mountain has natural potential that can be developed to inspire the design of fashion products. The results of TWA Mount Tangkuban Perahu's natural potential visual exploration are implemented in souvenirs of fashion products in the form of clothing and accessories. The process of this research is carried out using qualitative methods, namely direct observation, literature study, interviews, and exploration.*

*Kata kunci : Tangkuban Perahu, Souvenir, Fashion Products.*