

ABSTRACT

Pengolahan Pewarna Alam *Indigofera Tinctoria L. (Tarum)* Dengan Tema *Festive Fiesta*

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The best and long-lasting color dyes are Indigofera Tinctoria L. (Tarum). The advantages make Indigofera Tinctoria L. (Tarum) as a choice of local brands in making it the main ingredient in coloring the products they produce. And because of the increasing interest in fashion, there is also a variety of tastes that occur in the market for fashion products, which encourages the creation of a trend. Whereas for products with Indigofera Tinctoria L. (Tarum) natural dyes produced by local Indonesian brands still not enough to adapt to the changing trends, it is still very monotonous with the same and simple design. Therefore, to make a new thing in designing products with dye Indigofera I aim to apply Indigofera Tinctoria L. (Tarum) coloring using the concept of fashion trends. The trend that is currently happening is one of them is the Festive Fiesta theme. Based on the results of experiments and literature studies it was found that there was the potential for processing natural dyes of Indigofera Tinctoria L. (Tarum) with the theme of Festive Fiesta with the tie-dye technique (Tie-dye) as the main motif in the design of this study. So the results of this study are in the form of custom wear that applies natural coloring using Indigofera Tinctoria L. (Tarum) with the Tie Dye technique referring to the theme of Festive Fiesta as an inspiration for fashion design.

Keywords: *Indigofera Tinctoria L. (Tarum), Festive Fiesta, Celup Ikat (Tie Dye)*