

ABSTRACT

Karinding Buhun is only used for self activities and only has one scale, so from that comes the innovation of Asep Nata namely Karinding Towel which has a variety of scales and various forms and can be used in various activities such as education, rituals and entertainment. But the designer found that there were still many people who did not know of the existence of the Karindin Towel itself. So from the Karinding Towel need to be introduced to the community so that people know the existence of the Karinding Towel.

Through the results of observations, interviews, and literature studies, the designer uses a narrative qualitative method to analyze the data that has been collected. In the narrative process it has been found that there is a causal relationship that occurs in the phenomenon of Karinding preservation in the city of Bandung, the lack of public awareness especially teenagers to study or just know the existence of Karinding Towel is the focus of this research problem.