

ABSTRACT

UTILIZATION OF TROSO WOVEN FABRIC AS CASUAL READY TO WEAR FOR YOUTH GENERATION

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Troso woven fabric is one of some Indonesian cultural heritages that nowadays its is starting to be in great demand by Indonesians. It is because in its development, Troso woven fabric has several advantages that make it able to compete in the market with other woven fabrics and it has a potential to be made into women's wear with varied designs.

But, today generally there are the businesses of Troso woven fabric that just sell their products as sheet fabric or blanket. But, that doesn't mean nothing business or designer that make Troso woven fabric into women's wear. There are some businesses and designers that make women's wear from Troso woven fabric, but the designs of the clothes that they offered is tends less varied designs. Whereas if it is observed, clothing made from Troso woven fabric has a good business opportunity.

The purpose of this study are to be able to utilize Troso woven fabric as ready to wear clothes for women (women's wear) with varied designs and ready to sell. The method in this study used a qualitative method by conducting literature studies, observations and interviews pertaining history of Troso woven fabric and its current development. As for exploration method used to analyze textile materials that suitable to combine with Troso woven fabric and manipulating fabric such as ruffle and pleats.