

## **ABSTRACT**

### **MOTIF DESIGN WITH RUMAH GADANG INSPIRATION FOR MERCHANDISE PRODUCTS**

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*At Telkom University there is an Minang (Student Activity Unit) arts and culture UKM, named UKM Gadang House. This design is aimed at Rumah Gadang UKM, which annually organizes Rumah Gadang Alek. At this event UKM Gadang House always offers merchandise in the form of key chains, bracelets, mugs, jackets, shirts and stickers. Seeing this opportunity the authors want to provide innovation for Rumah Gadang SMEs for their merchandise products. By utilizing the potential possessed by the architectural and carved form of Rumah Gadang or Gonjong. The author can make it as an object in this study. By carrying out the process of field observations of Rumah Gadang in Batusangka and conducting interviews with the head of the Alek Rumah Gadang event committee, the chairman of the Alek Rumah Gadang sponsorship committee and the Alek Rumah Gadang viewer it can be concluded that this design is to make a new motive for Rumah Gadang SMEs as decoration of new merchandise products i.e. totebag. This product will be an innovation for UKM Gadang in making their merchandise.*

*Keywords: Elegant, Alek, Gadang House, Motif.*