

ABSTRACT

DESIGN OF DECORATIVE ELEMENT IN ACEH TOURISM DUTY CLOTHING USING WEAVING TECHNIQUE – INSPIRED FROM KERAWANG GAYO LUES PATTERN

By:

Nur Raeny Monika Pratiwi (1605160119)

The tourism sector is the second largest foreign exchange support sector in Indonesia. Each region is competing to improve its tourism sector including the Aceh province. One of the efforts of the Aceh cultural and tourism service in promoting Aceh tourism is through the Tourism Ambassador. As an Agent of Tourism, the Aceh Tourism Ambassador has the role of stimulating the community, especially among young people, to jointly develop Aceh's tourism. Tourism Ambassadors are also referred to as the face of tourism where they will represent Aceh tourism. As an ambassador, in addition to intellectuals, appearance is an important thing that deserves more attention. One that supports the appearance of the Aceh Tourism Ambassador is the fashion assignment. So far some of the fashion clothes assigned by the Aceh Tourism Ambassador Utilities Aceh's unique weaving.

The wealth of Aceh that is often the pride of Aceh's tourism is the Kerawang Gayo Lues, so that in some agendas the assignment of the Aceh Tourism Ambassador wore traditional Kerawang Gayo Lues clothing. Based on interviews that have been conducted with the Aceh Tourism Ambassador and the Aceh Culture and Tourism Office that there is a market demand where there is still a need for the development of the Aceh Tourism Ambassador assignment clothing to support their performance.

This research was conducted with qualitative methods, while the data collection methods used are literature studies, observations, interviews, and experiments. The final result of this study is an alternative manufacture of Kerawang Gayo decoration applications using weaving techniques and applied to the Aceh Tourism Ambassador assignment clothing.

Keywords: Aceh Tourism Ambassador, Kerawang Gayo Lues, and Weaving