

ABSTRACT

MOTIF DESIGN TO APPLIED IN FASHION ACCESSORIES AS MERCHANDISE FOR MATAHARIKECIL FOUNDATION

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Nowdays Bandung is stated as on of the city that care about creativity in the world. To reach that thing the community is needed to be used as a place for distributing public activities. One of community in Bandung is called Mataharikecil Community. But ini 2019, Mataharikecil community changed into a foundation so they are wants to introduce Mataharikecil through promotion or branding. This can be solve by develop merchandise products so writers finds out to design accessories fashion merchandise product which is considered interesting as promotion media to introduce Mataharikecil more broadly in the community.

This research uses qualitative method where the data is obtained through literature studies, observations, interviews, and also exploration. In this study, writer uses surface design in the form screen printing because this technique allows to show Mataharikecil characteristic. The purpose of this research is to produce fashion merchandise product that matches for Mataharikecil.

Keywords: Mataharikecil Foundation, pattern, surface design, screen printing.