

## **ABSTRACT**

### **PROCESSING TENUN GRINGSING WAYANG KEBO PATTERN WITH DIGITAL PRINTING TECHNIQUE FOR APPLIED INTO LEISURE WEAR PRODUCT**

By

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*Gringsing wayang kebo is a woven fabric from Tenganan village pgringsingan Bali. Tenun Gringsing wayang kebo fabric also has a variety of inspired motives by philosophy that can be translated into daily life, but at this time the existence of Gringsing wayang kebo fabric was not realized by the public. It was stated directly by the that Gringsing wayang kebo fabric is almost extinct, therefore it is necessary for innovation both from motives.*

*The method used in this study is a qualitative method of doing literature studies, observations and interviews regarding collecting data about Gringsing wayang kebo and its current developments. Then the method of exploration, stylation, compositing and coloring.*

*The result of this research in the form of innovations from the motif Gringsing wayang kebo with more modern styling. The exploration results are applied to the fabric measuring 200 cm x 150 cm with digital printing technique. Then applied to become Leisure wear fashion products with reference design of clothing from target market and brand Comparison as approach method. The results of this research is expected to increase the diversity of Gringsing Wayang Kebo weaving motif to be better known by the Community.*

*Keywords : Tenun Gringsing Wayang Kebo pattern, Geometric style, Fashion product*