

## **ABSTRACT**

### ***OPTIMALIZATION OF BRIDAL FASHION HOUSE WASTE IN BANDUNG CITY WITH SURFACE TEXTILE DESIGN TECHNIQUES***

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*The rapid development of the fashion industry in Indonesia has made new trends emerge, including in the bridal clothing category. A bridal designer is required to follow market trends so that without realizing it, in the production process produces a lot of waste. The textile waste from the bridal fashion house is then just thrown away, so there is no further processed. The purpose of this research has the potential to optimally reduce the production waste material to make a fashion product accessories, bag. The method used this study is a qualitative method. The conclusion of this research is optimization of bridal fashion house leftover fabric in the city of Bandung with surface textile design techniques. The design concept reference will use the addition of a local content, which is inspired by the beauty of Ijen Crater so this research can inspire others to think creatively in processing textile waste which will create new products that have functional, ethical, aesthetic, and economic value by optimizing waste from the bridal fashion house.*

*Keywords: Bridal Fashion House Waste, Surface Design, Bags.*