

## **ABSTRACT**

*Jewelry has been known as objects to complement or beautify oneself. In today's fashion industry, contemporary jewelry has always had an appeal and has always been a trend in every era because contemporary behavior is not bound by the rules of the times. Has a free and innovative design character so that it is easy to combine with motifs or designs from the past. Discussing motifs and designs from the past, Indonesia has approximately 400 different ethnic groups but each tribe always leaves a design that is strong enough so that shapes and motifs that come from the past are always a reference in a jewelry design. Every tribe in Indonesia believes that their body and soul have a close bond to the ornaments and jewelry they have, this is related to their belief in spiritual protection that ties in with jewelry to avoid all dangers. In the past, Sulawesi was one of the provinces known as the source of several metals, including gold. Has a jewelry design character that tends to approach the designs of the Sumatran and Bornean people. Bugis and Makassar jewelery have the same style or design as the Minagkabau tribe have, this is because they brought Islam to Sulawesi. This writing is an effort to design jewelry with a method of exploring design and motifs of the Bugis tribe which aims to design jewelry sets (necklace, bracelet & earring) with contemporary types of jewelry to introduce and touch consumer interest in contemporary jewelry as a medium for introducing Bugis culture / ethnicity that has a high cultural value and artistic design.*

*Keywords: Contemporary jewelry, Sulawesi and Buginese Tribe.*