

ABSTRACT

THE APPLICATION OF WHITE SNAPPER SCALES BY WAY OF EMBELLISHMENT ON BRIDESMAID CLOTHING

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The application of beading or sequins as decorative elements in clothing is widely like by society. Generally, they only know the types of sequins commonly found on the market. Without knowing that, several natural resources can be uses as alternative embellishment materials, one of which is the processed white snapper scales. White snapper easily is found in Batam, Kepulauan Riau because this place has official cultivation activities carried out on white snapper, so the numbers are quite abundant. In this cultivation activity, optimization has not been made of the remaining products in the form of fish scales, so it has the potential to end up in landfills. Therefore, it encourages the writer to carry out the processing of the scale materials that can be applied to the bridesmaids' clothing, whose usage trends emerge along with the development of technology, especially social media. This study aims to optimize the potential of the scale material and provide an alternative to the use of processed scale material as an embellishment. This study uses a literature study method, namely by searching for scientific data through journals, articles, and the internet that can provide a fact. Conducting an online interview method with BPBL Batam which aims to obtain information related to White Snapper, observation methods, namely observations related to statistical data about white snapper cultivation, processing of residual production, especially the scales, survey about the history of bridesmaids trends, as well as observations on Torajanese wedding dress as a design reference. The exploration was created by applying different techniques such as embroidery, beading, cleaning, coloring, bleaching, and applying layering techniques. The six techniques used in applying to white snapper scales will produce new development as a decorative element in the bridesmaid outfit.

Keywords: White Snapper, Embellishment, Bridesmaid Dress