

ABSTRACT

POTENSI PENGEMBANGAN PRODUK KERAJINAN ANYAMAN KHAS TASIKMALAYA RAJAPOLAH DENGAN METODE : *DESIGN THINKING*

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Weaving is a form of handicraft that is traditionally processed by hand, where the materials used are crossed, superimposed, and folded to form a shape. One of the largest weaving producing areas in Indonesia is Tasikmalaya, Rajapolah District. The uniqueness of Rajapolah weaving itself is that it is still made using basic weaving techniques, but can produce a variety of different product forms compared to other places that produce weaving. To increase the productivity of weaving product of small and medium-sized enterprises and craftsmen, the Tasikmalaya Department of Industry and Trade Cooperatives conducted several trainings for craftsmen to create the latest innovations in the products they produce. However, until now, there have been no innovations made by the small and medium-sized enterprises and craftsmen.

By using the design thinking method, the author can choose the problems that are on target and are easily carried out by the weaving small and medium-sized enterprises and craftsmen in Rajapolah. This method produces an innovation by exploring weaving motifs and optimally using existing raw materials. The exploration process is carried out individually or together through design assistance, resulting in the development of weaving motifs in Rajapolah.

The result of this research is to improve the skills and insights of weaving techniques that Rajapolah craftsmen have, and the used as fashion products by elevating the empowerment of woman in Tasikmalaya as a big concept.

Keywords: Weaving, Design Thinking, Craftsmen, Innovation.