

ABSTRACT

DEVELOPMENT OF WEAVING SONGKET SIAK MSME WEAVING BU ATUN INTO ACCECORIES FASHION

Indonesia is already known to have a wealth and diversity of culture. One of Indonesia's characteristics is woven fabrics. Almost all of Indonesia has woven fabrics typical of their respective regions. One of them is Siak Regency in Riau. Siak Riau weaving is a traditional cloth characteristic of Malay culture made by Siak people. It is still preserved and used as a source of the economy by some Siak people.

Siak weaving has begun to fade among the community in this day and age because Siak Weaving is considered less modern or does not follow the development of the times, and prices are unaffordable. Songket weaving Siak itself has a distinctive feature diverse motives and the quality of which is still retained from the past until now, the production of tenun Siak still a lot of specialized strands of fabric and not many specialized fashion products. It is because of the lack of knowledge of the design of the craftsmen to utilize the strands of woven fabric Siak. Songket weaving Siak itself has a distinctive feature diverse motives and the quality of which is still retained from the past until now, the production of tenun Siak still a lot of specialized strands of fabric and not many specialized fashion products. It is because of the lack of knowledge of the design of the craftsmen to utilize the strands of woven fabric Siak.

The purpose of this study is to find out the problems and developments in the field of product design MSME Tenun siak and provide the right solution aiming to MSME Tenun Siak. In the form of product innovation fashion for the add product variations as well as making innovation the hallmark of the product tenun Siak.

This research uses qualitative descriptive method and a reference source. With direct visit and see the results of the production of SMES Tenun Siak, as well as some reference source of research associated with Tenun Siak. The results of this study in the form of a product of fashion accessories bag by using the Traditional Songket cloth Melayu Siak as a permanent decoration as well as the addition of the application technique said to add value to the product.

Keywords : Weaving, Weaving songket Siak, Accessories