

ABSTRACT

**THE DEVELOPMENT OF CHARACTERISTIC OF
TANGERANG TYPICAL EMBROIDERING TECHNIQUES IN
WATERDING HANDLE**

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Water hyacinth (*Eichhornia crassipes*) is a floating aquatic plant that has spread to more than 50 countries on five continents and has been considered a very troublesome weed globally, including in Indonesia. The growth of water hyacinth is fast but detrimental, making a lot of efforts made by the Indonesian people to prevent its growth, due to the negative impacts caused by water hyacinth, such as flooding, because the plant floats on the water, which can clog the waste, preventing its entry. Light and oxygen enter the water, causing damage to the ecosystem. However, water hyacinth is still considered to have opportunities in several fields, and there are other benefits and advantages if processed optimally. One of them is by using it as an environmentally friendly craft material. This is what Ratu Eceng UKM has done. However, in producing the craft, several problems and difficulties are being faced, including the characteristics of the product being produced. Developing existing innovations both in design and technique to solve the problems that occur. The innovation made in water hyacinth crafts is to provide an icon that can be used as a characteristic of SME products by considering the tools and materials available and the craftsmen's skills. The steps used in this study to achieve the goal, namely by using interview techniques, observation, discussion forums, exploration, and literature study. This research aims to create the product characteristics of Ratu Eceng IEKO UKM by developing innovative embroidery techniques to add selling value and aesthetic value to the product. The final result in the form of embroidery with a unique product motif (Vanda Douglas orchid flower) on the product produced by UKM Ratu Water Hyacinth IEKO

Keywords: Embroidery Technique, Ratu Eceng IEKO UKM, Product Characteristics