

ABSTRACT

DEVELOPMENT OF DESIGNS AND MOTIVES OF SONGKET WITH SIAKWEAVING, SPECIAL RIAU IN BU ATUN MSME IN FASHION PRODUCTS

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Riau is one of the provinces that has a Malay culture that is still maintained today. Malay culture really views clothing as a culture that should be considered and preserved. One of its cultures is the Riau Malay songket weaving. Not only that, there are many developments that can be made from the Siak Songket Weaving fabric into a fashion product that has new innovations in its development, especially in the simplification of new motifs and techniques to be developed by the younger generation who are expected to become the successors of Malay culture.

Therefore, based on these problems, it is necessary to re-introduce the various motifs of the Siak Songket Weaving cloth while maintaining the rules for the arrangement and development of the Songket Siak woven cloth motif itself through an easier way to be recognized by the public to study and find out the motifs, colors, and patterns. The meaning of traditional Riau cloth itself is developing fashion products in Siak weaving to solve the problems and needs itself. It can become a benchmark for additional knowledge about Riau, especially the younger generation. This can open up opportunities to take advantage of the potential in developing the Songket Siak woven fabric motif on clothing to reintroduce the community. This research uses descriptive, qualitative, and reference sources. This research uses cloth from the development and exploration of the Siak Traditional Malay Songket Weaving motif using additional application techniques that are following the target market through the weaving process.

Keywords: Malay, Motive, Technique, Songket Siak.