

## **ABSTRACT**

### **THE UTILIZATION OF WATER HYACINTH IN STRENGTHENING ECO FRIENDLY IEKO RATU ECENG CONCEPT BRAND**

*Eichhornia crassipes* is weed that grows in water area that known has many negative impact from their existence. Besides, water hyacinth can be useful and gives benefits for those to whoever use them, especially in craft used as water hyacinth craft. That makes the crafter see the benefits from using water hyacinth, one of the crafter who see the benefits is Ieko Ratu Eceng located at Tangerang that sells water hyacinth craft in eco friendly concept. Based on observation data, some of their water hyacinth craft are not maximizing the application of the concept totally in coloring and embellishment product aspects. But because of less experiment, skill and knowledge about natural resources that have potential to be applicated on their product, makes their product can't maximizing the application of eco friendly concept well. It holds them up to realize that water hyacinth have potential to be cultivated into natural dyeing resources and embellishment as well. That shows the potential of the water hyacinth could be used to maximize the application of eco friendly, Ieko Ratu Eceng concept. And then, the writer did further experiments about the coloring and embellishment aspects to be applicated on their products. The coloring aspect exploration used water hyacinth leaves. The embellishment exploration uses the dried water hyacinth fiber that shaped the tassel and one of the embellishments used on Ieko Ratu Eceng crafts. The best experiments from both coloring and embellishment aspects were mixed to make some products. So that the final of this research is the developed products that applicated the chosen experiments to maximize the application of eco friendly concept. Later, chosen designs will be produced with Ieko Ratu Eceng craftsman.

*Keywords : water hyacinth, ieko ratu eceng, eco friendly*