

ABSTRACT

APPLICATION OF SENGGANG WOVEN IN DEMI-COUTURE USING ZERO WASTE FASHION DESIGN METHOD

By

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One of the proud heritage of the Indonesian nation is a woven fabric, which is a fabric that is widely used in fashion design. One of the Indonesian woven fabrics is the Sengkang woven fabric. This is evidenced by several designers who applied Sengkang woven fabrics such as Ivan Gunawan in the 'Femme 2015' collection and Elga Naldy in the "Where Embroidery Meets Fashion" collection in 2019. From these works, designers were able to introduce the Sengkang woven fabric as traditional fabric. so that this woven fabric can increase public interest. The appearance of this design is classic concept with a more casual and elegant appearance. The woven Sengkang made with ATBM (Non-Machine Weaving Equipment) with such a long process needs to be utilized to the maximum extent of the craftsmanship, so it is necessary to minimize waste or residual fabric from its production using the concept of zero waste with geometric pattern techniques. From the good wearability of the Sengkang weaving and the relatively high price of weaving, this Sengkang woven has the potential to be used as demi-couture clothing using the zero waste fashion design method.

The purpose of this study is to optimize the use of woven fabrics as a zero-waste fashion design product by increasing the usability and marketability of clothing demi-couture. The research method carried out by the researcher is to use a qualitative method with an exploration of the pattern of zero waste fashion design. The final result of this research is a fashion design of demi-couture with the application of Sengkang woven fabric using the zero waste fashion design method.

Keywords : Demi-Couture, Sengkang Weaving and Zero waste fashion design