

ABSTRACT

THE APPLICATION OF TEGEL KUNCI DECORATIVE ELEMENTS ON ZERO WASTE KEBAYA WITH EMBROIDERY AND DIGITAL PRINT TECHNIQUES

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Fashion pattern innovations are increasingly being developed by adopting the concept of zero waste producing various types of patterns, one of which is the innovation of the kebaya pattern. Kebaya with the concept of zero waste that has been developed has not yet applied many decorative elements, while kebaya generally applies embroidery as a decorative element. In its development, there are not many embroidery motifs other than naturalist motifs. This encourages the application of the Tegel Kunci motif, which is a motif on Dutch heritage tiles that have a variety of geometric shapes. In the fashion world in Indonesia, this motif is also not widely applied in clothing. The development of the Tegel Kunci motif as a decorative element in a zero waste kebaya requires a design of the motif. The preparation process is done by using one of the techniques in digital print, namely engineered print. This technique is used to create a design of motif and color composition so that it is organized and efficient as a decorative element.

Therefore, the combination of elements in this research, namely zero waste, embroidery, digital print, and the Tegel Kunci motif will help each other in its development. In this research, the method used is qualitative with data collection through literature study, observation and exploration. The purpose of this research is to be able to produce decorative elements design of embroidery and digital print with the Tegel Kunci motif on zero waste kebaya and to be able to develop the Tegel Kunci motif as decorative element in fashion products. The results of this research provide an alternative zero waste kebaya design technique in terms of production effectiveness and aesthetic value.

Keywords: digital print, embroidery, motif, tegel kunci, zero waste