## **ABSTRACT**

## DEVELOPMENT OF FLORAL DECOERATION ELEMENTS IN NUNO FELTING TECHNIQUES

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The purpose of this research is to explore the potential of the nuno felting technique by developing floral-shaped decoration elements. By developing decorative elements in the nuno felting technique, the author hopes to explore further the potential of floral decoration elements in the nuno felting technique. The author also hopes that with this research, nuno felting can be further developed and become one of the textile techniques that is ogled in the fashion and textile fields, as well as an alternative design for current fashion products.

The research method used in this study is a qualitative research method. The author collects data sourced from literature studies, field observations, and exploration. Literature study data were obtained from books and journals related to felting and nuno felting as a reference for relevant data in research. Direct field observations were carried out with the aim of knowing more about nuno felting. The exploration of the nuno felting technique was carried out with the stages of initial exploration, advanced exploration, advanced design exploration, and selected exploration. The output of this research is the application of floral decoration elements with the nuno felting technique to fashion products.

*Keywords: felting, nuno felting, decoration elements, fashion products.*