

ABSTRACT

APPLICATION OF CENTRAL KALIMANTAN DAYAK MOTIF IN READY TO WEAR DELUXE CLOTHES

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Kalimantan is one of the islands in Indonesia and is the second largest island and still has many growing trees so that natural disasters can be minimized. This is one of the reasons for the President to move the State Capital to Kalimantan, which is strengthened by the draft of the IKN Bill article 3 paragraph (2). Kalimantan has cultural diversity that is still preserved, especially by the Dayak tribe. Dayak have various types of motifs such as the typical motifs of Central Kalimantan, namely the Kelakai and Kalawit motifs. In general, Dayak motifs are only used in official clothing, dancer's clothing, bridal clothing and regional sons and daughters' clothing, and have not been widely applied to other types of clothing. So that researchers see the potential for the development of Central Kalimantan Dayak motifs on Ready to Wear Deluxe clothing. Ready To Wear Deluxe clothing is clothing that has high quality so that it has a specific target market such as regional officials and celebrities. The number of government events that will be held in Kalimantan makes Ready To Wear Deluxe clothing with Dayak motifs made with embroidery techniques suitable for use in the event. Embroidery technique is one of the techniques being developed in Central Kalimantan. The method used in this research is qualitative with several data collection techniques such as literature study to obtain the basic theory of the research, observations to determine the development of the embroidery industry, and interviews to get to know the Central Kalimantan Dayak tribe and the cultural development of the Central Kalimantan Dayak tribe. Exploring the development of Dayak motifs, developing fashion forms, and embroidery to find the most optimal type of stitch to use. The final result of this research is Ready To Wear Deluxe clothing using Central Kalimantan Dayak motifs with embroidery techniques

Keywords: Central Kalimantan Dayak motifs, embroidery, Ready To Wear Deluxe.