

ABSTRACT

PENGEMBANGAN PRODUK TAS ANYAMAN DENGAN APLIKASI TEKNIK BORDIR

By

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Woven craft is a form of art in the form of handicrafts that are processed traditionally by hand, and is a legacy from the time of our ancestors which is still being developed today. This woven craft is the result of the process of making certain patterns by crossing raw materials, superimposed, and folded to create a shape. One of the well-known woven producing areas in Indonesia is Tasikmalaya, especially Rajapolah District. Although the weaving in Rajapolah still uses basic weaving techniques, the products produced are more diverse than those from other regions. Although the products produced by woven craftsmen in Rajapolah are diverse, there are several forms of products that are not in accordance with the developing trend. Through this research, the author tries to solve the problems faced by creating innovations by applying embroidery techniques originating from the Jambi area, namely the type of three-dimensional embroidery. The combination of Jambi embroidery techniques and Rajapolah weaving is a form of product innovation so that the products produced are diverse and follow developing trends. The research method uses descriptive methods with primary data collection through interviews, observations, explorations and secondary data in the form of literature studies to produce new woven designs according to current trends..

Keywords: Weaving, Rajapolah, Craftsmen, Innovation, Design