

## ***ABSTRACT***

### ***FASHION PRODUCT INNOVATION IN NATURAL FIBER CRAFTS IN RAGIL JAYA CRAFT GAMPLONG***

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*Indonesia has abundant natural resources where most of these natural resources are used as handicraft products. Handicrafts owned by Indonesia are also widely known in various foreign countries, apart from being judged for their very unique and diverse shapes. There are also various types of handicrafts in Indonesia, such as weaving and weaving. Works made from handicrafts are in dire need of creativity. In Indonesia, the handicraft industry has developed, especially in the Yogyakarta area. One of the areas in Yogyakarta, more precisely the Gamplong area.*

*By using Quantitative Methodology in the form of questionnaires and Qualitative namely Interview, Observation of Literature Studies and Exploration, it is hoped that the author will be able to find true problems and provide solutions so that craftsmen are able to easily follow an innovative work that will be carried out by the author.*

*From the description above, the results of this study aim to assist Ragil Jaya Craft UKM craftsmen in developing more varied handicraft products in the form of a fashion product, namely bags using natural fiber woven sheets.*

*Keywords: Gamplong, UKM Ragil Jaya Craft, Natural fiber bag*