

ABSTRACT

Jewelry is an object that has been known since prehistoric times where the form of physical culture has been until now. This shows that the human instinct to make up for themselves continues to grow and develop in line with the development of human civilization itself, it continues to grow, until now it is still very clear that the use of jewelry in society is often encountered both in certain events and in daily use - day. However, at this time the Indonesian people are more confident in using jewelry that does not use cultural patterns. So it's no wonder the characteristics of jewelry with old cultural patterns themselves are increasingly unattractive and almost extinct. On the basis of the problem of consumer shortages of forms of jewelry that contain cultural patterns, the design of this pre-designed product aims to introduce a form of jewelry that has a source of inspiration and is packaged into a jewelry with a postmodern style. With this concept, it is hoped that the consumer's instinct for jewelry that expresses various cultural patterns will grow and be in demand.

Keywords: Jewelry, consumer interest, culture