

## **ABSTRACT**

### ***APPLICATION OF GURAMI FISH SCALES AS EMBELLISHMENT ON FASHION PRODUCTS***

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*Indonesia is known as a country with abundant natural wealth. Because of this wealth, there is a lot of potential that can be used as an innovation in the use of natural materials in the manufacture of clothing, one of which, is gouramy fish scales. Gourami fish or called Indonesian gouramy is one of the origin fish in Indonesian. Gouramy fish comes from West Java area. Apart from the meat which is commonly used as a food by Indonesians, gouramy fish scales can also be used as an alternative of embellishment material because its shapes like sequins. Embellishment itself means various additional decoration in a fashion designing process. There are view number of embellishment techniques, for example beading and embroidery. The application of embellishment is quite common in various fashion products. In this research, the products designs were inspired by the folklore of Putri Kandita or as known as Nyi Roro Kidul. This research was conducted using qualitative methods for collecting data such as literature, observation, interviews, exploration and experiment. The purpose of collecting data is to support the research. From this research, the final results obtained are fashion products that are include three demi couture dresses with combination of taffeta and maxmara fabrics and equipped by embellishments by embroidery techniques with Pajajaran carved motifs and gouramy fish scales applied with beading techniques.*

*Keyword: Gouramy Fish Scales, Embellishment, Fashion Product*