

ABSTRACT

APPLICATION OF EMBELLISHMENT TECHNIQUES TO FASHION PRODUCTS WITH PEKALONGAN BUKETAN BATIK INSPIRATION

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Currently, many Indonesian people are not aware of the enormous potential to develop cultural diversity by preserving culture in Indonesia. By adapting the Pekalongan Buketan Batik Motif which is simplified using digital designs and then applied using manual embroidery techniques which will be combined with beads, then processed into embellishments using beading embroidery techniques, and later applied to fashion products to add a luxurious impression to clothing, with the consideration that due to the lack of significant fashion development, as well as the limited clothing in the manufacture of clothes for couture and designer clothes for pear shape, apple shape and hourglass shape bodies in Indonesia in wearing clothes so as not to make the wearer's volume look bigger. Because the body shapes of adult women in Indonesia are very diverse, one factor that needs to be considered in designing clothes is to adjust the design in applying embellishment by observing the three body types of adult women in Indonesia based on the body shape of the apple shape, pear shape and hourglass shape and using the shape principle. balance. This research was conducted using qualitative methods by collecting data from journals, the web, books and other sources. The technique used in this final project is a beading embroidery technique and collecting data by means of literature studies and interviews. The purpose of this research is to create innovation in fashion design for adult women who have apple, pear and hourglass body shapes for couture which will be applied as embellishments in the form of beading embroidery inspired by Pekalongan's Buketan Batik. The results of this study resulted in new innovations in the placement of motif compositions on adult women's clothing in the form of mini dresses for couture using an A-line silhouette so that they can be used comfortably by women's body shapes such as pear shapes, apple shapes and hourglass shapes.

Keywords: Demi Couture, Batik Buketan, Embellishment, Women's bodyshape.