

ABSTRACT

FOLKLORE OF MALIN KUNDANG AS INSPIRATION FOR DESIGNING ILLUSTRATION MOTIFS APPLIED TO FASHION PRODUCTS USING DIGITAL PRINTING TECHNIQUES

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Indonesia has a variety of tribes, nations and cultures, folklore tells of events or the origins of a place, one of the cultures that Indonesia has is the folklore of Malin Kundang from Sumatra. The potential use of this folklore as inspiration for the design of motifs in the fashion industry. The purpose of this research is to create illustration techniques applied to fashion products with digital printing techniques, the development of illustration motifs in fashion products can influence fashion interest in preserving folklore. This study uses qualitative methods with data collection techniques, namely literature studies from books and journals, interviews, online observations on comparison brands and exploration. The end result of this research is to create an illustration motif for the folk story of Malin Kundang as an inspiration to be applied to fashion products using digital printing techniques.

Keywords: Folklore, Malin Kundang, Illustration. Fashion, Digital Printing