

ABSTRACT

Sarongs are the main product in the textile industry in Majalaya. It was at the peak of its popularity in the 1940s to 1960s. The decline of the Majalaya sarong began with the existence of imitation products, followed by the dominating demand for weaving from other regions and the Majalaya sarong was increasingly forgotten. Until now there has been no product development in the form of derivative products from the Majalaya sarong. This research is a design for sarong derivative products in the form of layering fashion as an alternative solution for innovation in Majalaya woven sarong products to reintroduce the value of poléng, especially poléng Camat motif. This research was carried out applying design methodology with design thinking as a series of research processes which involved qualitative research processes and design processes. The product design is packaged in the form of development in the form of layering fashion product development. The design of the Majalaya woven sarong involves the Poléng Camat motif as the selected motif based on its historical and cultural value, as well as its level of popularity and is claimed to be the oldest motif in Majalaya. Product development in the form of fashion items with different shapes resulting in functional development, but still maintaining the motif of poléng Camat. Suggestions for further research regarding other forms of design development and appropriate marketing strategies to introduce and attract market interest.

Keywords: *Sarong, Poléng Camat, Majalaya, Products, Layering Fashion*