

**ABSTRACT**  
***IDENTITY OF TRADITIONAL CRAFTS PRODUCTS TYPICAL  
OF NAGA VILLAGE***

By  
**Yayu Yuningsih**  
**2601221025**  
***Master of design***

*Tasikmalaya is a city that produces goods with local wisdom that have a high level of skill such as embroidery crafts, umbrella crafts, bamboo crafts, etc. One of the areas that produces crafts with local wisdom in Tasikmalaya is Kampung Naga. Many people visit Kampung Naga to get to know the traditional village, so residents take advantage of this by making crafts that have local wisdom such as woven bamboo which is sold to visitors to improve the economy. Even though bamboo crafts in Kampung Naga have developed, craftsmen in Kampung Naga today actually make new products by abandoning their original values and skills. In fact, it is not uncommon for the products being sold to be purchased from other places. This is unfortunate because the tourists who come no longer know the original products which are rich in local wisdom values.*

*This research uses the method of collecting observations, interviews and literature as well as the analysis process which is carried out using the innovation guiding pyramid method based on teaching tradition, non-material culture, the environment and traditional artifacts to explore and reveal the original traditional values that are represented in the product. -The typical craft products from Kampung Naga are in addition to the development of outside craft products which represent traditional craft products. The results of this research aim to explore values so that we can find out the identity of which craft products currently still exist and are actually original craft products that need to be developed.*

*Keywords: Crafts, Values, Traditions, Kampung Naga, Innovation Guide Pyramid.*