

ABSTRACT

APPLICATION OF SCALLOP SHELL MATERIAL AS EMBELLISHMENT WITH LASER CUT TECHNIQUE ON FASHION PRODUCTS

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Kebaya encim as a traditional dress from Betawi with its emberoidery. Embroidery motifs decorated with embellishment always complement each other and create harmony in kebaya designs. With today's technological advancement, embellishment materials has become more varied, so clam shells can be one of the options to be processed into embellishment that are not only for craft product. Laser cut technique in industrial development and computerization of new material cutting technique to be applied in development of fashion products. Therefore, this research aims to create an innovative form of scallop shells embellishment with laser cut technique on top of embroidery decoration with the inspiration of the city of Jakarta. The method used in this research is qualitative with data collection effort that include literature studies on books and journals as the main data regarding the phenomena, problems, and theoretical foundations used in the research, then observing shells craftsmen, and exploring the shell material that will be applied on top of embroidery.

Keywords: Embellishment, Embroidery, Kebaya encim, Laser Cut, Scallop shell