

ABSTRACT

DEVELOPMENT OF GEDOG LOWO PRODUCTS USING GEDOG BATIK INTO FASHION PRODUCTS WITH THE STORYTELLING CONCEPT OF “BATIK ABANGAN”

By

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Gedog Lowo is a traditional textile UMKM in Kerek District, Tuban, which produces Gedog woven fabrics and batik with local characteristics. Currently, Gedog Lowo only sells sheets of fabric so product innovation is needed to increase competitiveness and strengthen brand identity. This study aims to develop fashion products made from Gedog batik fabric according to the character of Gedog Lowo by highlighting local wisdom values and philosophical meanings through the storytelling concept of “Batik Abangan”. The research method uses a qualitative approach through data collection such as literature studies, observations, interviews, and data exploration and analysis to formulate product designs. The results of the study produced three ready-to-wear fashion products: (1) kebaya with satrian motifs and cotton flower embellishments on the chest symbolizing hope and maturity; (2) blouse with satrian motifs and cotton flowers on the back symbolizing the strength to bear the burden of life; and (3) kebaya with srigunting motifs and cotton flowers on the waist symbolizing the strength and role of women as the pillars of life. In conclusion, the development of Gedog Lowo batik cloth into a fashion product with storytelling is able to present product development that is in line with brand identity through narratives about simplicity, natural beauty, and women's life philosophy, thus increasing added value and attractiveness in both traditional and modern fashion markets.

Keywords: *Tenun Gedog, abangan batik, fashion products, storytelling.*