

ABSTRACT

DESIGN OF MEN'S SARONG PRODUCTS WITH DECORATIVE MOTIF ELEMENTS USING DIGITAL PRINTING TECHNIQUES AS A SUPPORTING PRODUCT FOR THE BERKAIN TREND

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In recent years, traditional Indonesian textiles have regained attention in the fashion industry, as reflected in the consistent appearance of wastra nusantara at Jakarta Fashion Week and the involvement of fashion labels such as Sejauh Mata Memandang, Batik Trusmi, and Wilsen Willim. The Berkain trend has also grown among Generation Z, particularly through the #BerkainGembira campaign, where men wear traditional cloths styled as sarongs with distinctive draping techniques. This phenomenon has encouraged local brands to develop sarong products with a more modern design approach. However, most men's sarongs currently available remain simple in form and lack variety. This study aims to design men's sarongs with more varied, functional, and trend-relevant forms. The design process employs a qualitative research method using the Double Diamond model developed by the British Design Council (2005), which consists of four stages: discover, define, develop, and deliver. The resulting design features additional functional elements such as straps, pockets, buttons, and elastic waistbands, combined with decorative traditional motifs applied through digital printing techniques. The final product is expected to support the Berkain trend with a design that is practical, aesthetically appealing, and aligned with contemporary fashion styles.

Keywords: Berkain Trend, Sarong, Digital Printing