

ABSTRACT
DEVELOPMENT OF MERCHANDISE TOTE BAG GRIYA HARAPAN
DIFABEL USING EMBROIDERY TECHNIQUE

by

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Indonesia upholds the principle of equal rights and obligations for all citizens, including persons with disabilities. However, in practice, people with disabilities still face various obstacles in accessing equal opportunities in social and economic life. Griya Harapan Difabel (GHD) in West Java plays a role in empowering persons with disabilities through skills training, particularly in the field of handicrafts. This study aims to explore the development of decorative visuals through embroidery techniques in GHD's handicraft class and to determine the type of merchandise product that has the potential to reach a wider market, especially among teenagers. This research uses a qualitative method with a design thinking approach. The results show that embroidery techniques such as backstitch, blanket stitch, and running stitch taught in the handicraft class can be effectively applied to merchandise products. These techniques enhance decorative visuals by referencing GHD's batik motifs as the main design elements. The tote bag was selected as the merchandise product due to its high appeal to the youth market. The use of GHD batik fabric also strengthens the identity of the institution and opens up wider market opportunities among teenagers.

Keywords: Social Service Griya Harapan Difabel, Merchandise, Totebag, Embroider