

ABSTRACT

DESIGN DEVELOPMENT OF MAGNETIC MODULAR FASHION ACCESSORIES INSPIRED BY JOGLO ORNAMENTS FOR LORI SMES

By

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This study aims to develop a product design for the SME LORI (Laras Ornamen Indonesia) through the implementation of a modular system with magnetic connectors, while preserving its distinctive identity rooted in traditional decorative motifs and ornaments. A qualitative approach was used, utilizing data collection methods such as literature review, direct observation at the LORI site, interviews with the business owner, and stylistic exploration inspired by the ornaments of the traditional Joglo house. The results of the design exploration were applied to fashion accessories—specifically necklaces and earrings—using a variety of materials. The innovation in this study lies in the enhancement of the inter-module connector system by introducing magnetic connectors, facilitating easier disassembly and reconfiguration of the modules. The resulting products demonstrate potential as design innovations that not only preserve cultural values but also align with the demands of the modern market, particularly among active female consumers. These findings may serve as a reference for the development of adaptive and competitive accessory design variations for SME LORI.

Keywords: *modular system, fashion accessories, UKM LORI, Joglo House Ornament.*