

ABSTRACT

This study aims to develop a more relevant traditional Minangkabau jewelry design for young people by maintaining the cultural values contained therein. The background of this study is the decline in interest among young people in traditional jewelry due to a shift in preferences towards more modern, minimalist, and practical designs. Therefore, the development of jewelry design is carried out by adopting a cultural innovation and cultural hybridity approach, as well as considering global trends. The research method used is qualitative with a case study approach. Data collection techniques are carried out through observation, in-depth interviews, documentation, and questionnaires. Data analysis is carried out thematically to identify traditional design elements that are still relevant and in demand by the younger generation. The design process uses the experiment method which allows for the exploration of ideas based on research results. The results of this study indicate that traditional Minangkabau jewelry designs can be adapted to simpler forms and lighter materials, such as silver or alternative metals, without eliminating the philosophical meaning and cultural aesthetics. Modern jewelry that still contains cultural values has proven to be more in demand by young people and has great potential to be preserved through appropriate strategic design.

Keywords: *traditional jewelry, cultural innovation, cultural hybridity, Minangkabau, young people, product design*