

## *ABSTRAC*

This research is motivated for their unique side who attended the woman carrying herb activity. Where the carrying medicinal activity is one of the traditional activities that survived until modern times with the transformation that occurs to maintain the culture and traditions that exist today. There is no problem so great an activity behind it, but there is a high value on the power of women in maintaining a tradition, and therefore there are interesting things that can be said on the back and should have realized by many Indonesian people regarding these activities.

Because these events have been very rare, especially in urban environments, resulting in an embedded memory of each community on the matter and declining values listed behind these activities is not delivered. So on this research data collection to design a medium that can show the spirit contained in the activities of carrying medicinal, where traditional activities carrying medicinal includes several grades of activity traditional woman in it, such as trade, farming, and utilize the traditional dress of Java in the trade, therefore carrying medicinal unique and spirit are more for show in the modern woman.

The phenomenon that is present on the uniqueness of the activity of carrying medicinal above, then using science textile craft and fashion as a reference design with the help of photo applications on the activities of traditional women carrying medicinal, where the photo will be printed using transfer printing on fabric and into an application in the design of clothing

The results of this research at the initial cycle that determines the type of image / picture of the activities of carrying medicinal, where the photo has the right emotion to raised up the memory of the public about the value and spirit of traditional activities, after getting photos from the event, followed by exploration of transfer printing photos with multiple applications inside a textile craft techniques which will combine the fashion.

Kata kunci: Jamu Gendong, tradisional, transformasi