

ABSTRACT
EXPLORATION OF "MIX MEDIA" TECHNIQUES WITH PERCA
FABRIC MAIN MATERIALS AS IMBUH APPLICATIONS FOR
FASHION PRODUCTS

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(TEXTILE CRAFT AND MODE STUDY PROGRAM)

The city of Bandung is known as a city of fashion, so many textile industries have been established that produce patchwork waste that can be reprocessed, not only patchwork waste but in Bandung also produces a lot of garbage that is difficult to decipher, namely plastic waste. The purpose of this study is to utilize the two wastes to be reprocessed so as to produce new products that have high selling value. By reprocessing patchwork waste using the "Media Mix" technique as an additive application that can be applied to certain fashion products by reprocessing the two wastes in addition to utilizing existing waste can also add creations to fashion products that use materials from the surrounding environment. With this research, it is expected to provide a solution to overcome waste that is wasted in order to have a sale value. The final result of the use of patchwork waste as an imbuh application is made into a deluxe ready to wear fashion product because the clothing is ready to wear but cannot be mass produced because of its complicated manufacturing and the added application material used is patchwork which is not the same amount.

Keywords: patchwork waste, media mix, imbuh application, fashion products.