

ABSTRACT

The Majalaya woven Sarong is a traditional fabric of Majalaya's regional identity, which was once famous and dominated national and even Asian market demand in the past. The identity symbol of this sarong is called 'Poléng,' which is rarely known and has been abandoned by Majalaya weavers. One of the villages called 'Namicalung,' known as the legendary village of traditional Poléng sarongs in Majalaya, still keeps one of the sarong artifacts, namely Poléng Camat. This sarong is known as the most popular and oldest type of Poléng. These artifacts have not received particular action and attention from the government. Apart from that, this village has long abandoned the traditional sarong weaving culture. Based on these problems, this research chose Namicalung Village as a case study object with a research approach, namely using a design thinking framework, starting from empathizing, defining, ideating, and prototyping. The data collection methods include literature studies, field observations, artifact observations, interviews, and surveys. Meanwhile, the analysis process started with: a) PEST analysis in exploring the factors of sarong extinction; b) empathy map to explore the need for innovation in sarong artifacts from the perspective of society or potential consumers; and c) The ATUMICS approach was used to study artifact elements and a method for innovating the Sarung Poléng sub-district artifact. This research resulted in a study of the Poléng Majalaya Sarong's extinction factors and the elements of the Poléng Sarong sub-district artifact. Second, this study was used as a basis for innovation, resulting in an innovative design that strengthened concept elements and icon elements on the sarong. This innovation was carried out as a form of solution recommendation from the product side to increase the value and preservation efforts of the Majalaya Poléng Sarong.

Keywords: *Majalaya Sarong, Poléng Motif, Innovation, ATUMICS, Sundanese culture*