

## ABSTRACT

*Bali aksara gradually began to be minimally used at this time. Where Latin alphabet is more familiar and dominant used in Indonesia. however, it is known that Latin alphabet is not script owned by Nusantara society. Before Latin alphabet became so popular in Indonesia, the people of Nusantara used to use local ancient aksara in writing. This went on for centuries. It is necessary for the re-introduction of Bali aksara for the young generation to recognize and use it to keep the existence of Bali aksara. The method used to reintroduce the Bali aksara is applicating it to fashion product because the application of Bali aksara in fashion products is still minimally developed, hence there is potency in applying Bali aksara in fashion product especially bag. In order to be accepted by the young generation this time, it takes a combination with something material that is still a material trend in the young generation at this time. Media that represents is denim material, because denim is a trend material that gives the impression of the young soul of the wearer which in this case is the young generation. The technique used in processing denim material is bleaching technique, because bleaching technique retains the potency of denim material itself.*

*Keywords: Bali Aksara, Young Generation, Denim, Bleaching*