

ABSTRACT

THE APPLICATION OF MAJALAYA SONGKET AS A FASHION PRODUCT BY USING SURFACE TEXTILE

By

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Indonesia is an archipelago country consisted of various tribes, customs, language, and traditional material assets that has specific characteristic as its identity. One of them comes from Majalaya.

Majalaya, West Java is a place known by woven industry since 1930s. It becomes popular as Kota Dollar because of its good quality woven fabric exporter estate. In 1983, Majalaya made an innovation by the appearance of songket fabric that was expected to raise the industry economic matters.

This research is aimed to discuss about songket industry of Majalaya in which it has no specific characteristic that represents Majalaya identity yet . One of a huge quantity of Majalaya woven fabric is in cream colour product that has not been used well. An exact process method application should be done in order to make explorative product that leads to product design. This research uses qualitative method.

The result shows that Majalaya songket has a good potential in terms of quantity which is cream colour product as the effort to be a more explorative fabric by using surface textile in fashion design application.