

## **ABSTRACT**

### ***PATTERN DESIGN INSPIRED BY TRADITIONAL SUNDANESE TOYS IN HONG COMMUNITY FOR MERCHANDISE PRODUCT***

By

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*As time passes by in this modernization era, the existence of traditional toys seems to be neglected by local society, especially children who are mostly engaged with it. This condition led to the endangered existence of the traditional toy itself. As a solution to the issue, there is a local community who initiate a movement to reintroduce traditional Sundanese toys for children, goes by the name of Hong Community. This community have already held various attempts to reintroduce Sundanese traditional toys. However, there are some attempts that have not been done utmostly, such as an attempt in fashion industry. There is an unfulfill demand of the alternative to reintroduce Sundanese traditional toys by the Hong Community, which can be done to recreate an awareness by implementing visual aspect of the traditional toys as merchandise products. Furthermore, this research is addressed to give Hong Community a prospective recommendation in a form of visually representative products inspired by the Sundanese traditional toys. Expectedly, this research based recommendation will provide a bussiness value to Hong Community. In this research, the qualitative and quantitative methods are being used. On a qualitative method the author made direct observations to the Hong Community and interviewed the visitors and placement coordinator in the Hong Community to get more information about their community. While on the quantitative method the author distributed questionnaires directly to visitors in Hong Community, to collect data on the of their purchasing power and their interest of Hong Community's merchandise products.*

*Key word : Traditional Sundanese Toy In Hong Community, Pattern, Merchandise Product*