

## ***ABSTRACT***

### ***APPLICATION OF TENUN PRINGGASELA ON READY-TO-WEAR AND BUSINESS OPPORTUNITIES IN THE FASHION INDUSTRY***

*by*

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*Tenun is a typical traditional textile from various islands in Indonesia. Lombok, an island in central Indonesia, a part of West Nusa Tenggara archipelago, has long been engaged in weaving techniques as a form of their living. Desa Pringgasela is one of the weaving centers village in East Lombok. Their tenun designs are simple and full of meaning. According to Wignyo Rahadi (2018), a designer, although as a center of weaving, tenun Pringgasela is less widely known than other regional weaving centers. The existence of tenun Pringgasela had also experienced a downturn, with the worst conditions in 2016. Nowadays, there are not many tenun Pringgasela that are being processed in the form of derivative products, such as ready-made clothings. Along with the time, there have been a lot of ready-to-wear clothes that utilize traditional textiles. However, there haven't been many who have optimized the application of tenun Pringgasela in ready-to-wear clothings. Based on these, it is seen the potential to develop tenun Pringgasela as one of the traditional textiles variants in the design of ready-to-wear clothings. This research aims as a form of effort to develop tenun Pringgasela as a variant of traditional textile in the fashion industry by applying it on ready-to-wear designs, as well as making the most suitable business planning for developing the clothing business opportunity. The research was conducted qualitatively by collecting data through observation, interviews, literature studies, surveys, and design explorations. The results of this research are ready-to-wear clothings for women with simple dress styles and having interest in something ethnic and traditional.*

*Keywords: tenun, tenun Pringgasela, ready-to-wear, business, fashion*