

ABSTRACT

GUNNY SACK PROCESSING USING SURFACE TEXTILE TECHNIQUE AS EMBELLISHMENT IN DEMI COUTURE CLOTHING

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*Gunny sacks are wrapping materials made from natural fibers. Some fibers that can be used to make gunny sacks are rosella fiber (*Hybiscus sabdariffa*), knaf fiber (*Hybiscus cannbicus*), jute fiber (*Chorcorus capsularis*) and hemp fiber (*Boehmeria nivea*). In general, gunny sacks are used as a storage area for natural materials such as rice, potatoes, coffee, etc. Therefore, in line with the development of the era, the utilization of gunny sack, especially in Indonesia began to develop rapidly both in terms of use and design. But, its utilization is still limited to craft products with a low functional and aesthetic value. This research aims to further develop the use of gunny sack material to increase the utilization values by looking at the potential application of embellishment to be further developed as a decorative element in clothing by using surface textile techniques in demi couture clothing designs.*

This research was conducted using qualitative methods, with data collection in the form of literature studies, direct and indirect observation, and exploration. The exploration is carried out in the form of processing surface textile techniques that will be formed into a form of modular embellishment. The results are applied to demi couture fashion products based on the designs reference target market analysis.

Keywords: Gunny Sack, Embellishment, Fashion Products