

ABSTRACT

WEDDING CLOTHING DESIGN USING LURIK WEAVING WITH PRIVATE WEDDING CONCEPT

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Lurik Woven Fabric is one of Indonesia's traditional fabrics. Traditional cloth is usually used in formal occasions such as weddings. With the influence of western culture that entered Indonesia, it also affected the style of celebrating a wedding. The concept of marriage Private Wedding is one of the western cultures adopted in the way of celebrating marriage. Private Wedding is a phenomenon that is a wedding celebration that is only attended by close relatives and family. In the wedding celebration the private wedding bride mingles with the invited guests so that the clothes used by the bride also have to be adjusted. With the urgency in terms of respecting cultural literature which is the use of traditional cloth and the phenomenon of private wedding in Indonesia, this research aims to make a wedding dress design using the main material, Lurik woven fabric which is applied to formal dress, namely kebaya wedding dress with the concept of private wedding. Besides the phenomenon of private wedding, environmental issues related to fashion waste are also being discussed a lot. By taking the design lines of the polar kebaya fashion model modified with the Zero Waste technique, namely geometric patterns and subtractions patterns. By using qualitative methods namely questionnaires and quantitative methods namely observation and interviews, from these data students can find out the fashion and characteristics desired by the target market.

Keywords: Lurik Woven Fabric, Zero Waste and Private Wedding