

ABSTRACT

DEVELOPMENT OF WOVEN CRAFT PRODUCT RAJAPOLAH SME THROUGH THE APPLICATION OF PATTERN TO CREATE A PRODUCT IDENTITY

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Small and Medium Enterprises or commonly called SMEs is a productive economic business run on a small and medium scale that stands alone and is run by individuals or business entities that are not subsidiaries or not branches of any company. SME products are much loved by the community, because in addition to having a unique regional value, it also has a relatively low selling price. SME products also have a fairly wide market opportunity, because it has the potential to be exported. However, over time, the existence of SME products decreased due to the many problems that arise in the SME. One of the problems in Rajapolah SME is the lack of identity or characteristic, so the products produced still seem random and not yet in the same concept.

Creating an innovation is one solution to solve the problem. Innovation is to create an identity in SME products. Product identity will be differentiating with other SME products. The application of identity is using the technique of added application with satin tape material.

This research aims to create product identity in SME Rajapolah webbing products through the application of added application techniques. The final result of this research is a woven bag product with the appearance of SME Rajapolah identity.

Keywords : Product Identity, Rajapolah SME, Pattern, Application Techniques