

ABSTRACT

FILIGREE TRADITIONAL JEWELRY DESIGN DEVELOPMENT STRATEGY WITH ATUMICS METHOD

By

SYIFA DWI KURNIA

NIM: 260120015

***Master of Design Study Program, Faculty of Creative Industries, Telkom University,
Bandung, 40257, Indonesia***

E-mail: syifadwik@student.telkomuniversity.ac.id

The filigree jewelry handicraft industry in Pampang Village has a creation process that is influenced by extraesthetic and intraesthetic approach factors. The design on the traditional filigree technique has an image of local culture containing philosophical values in its symbols that can be interpreted as natural wealth, character development and cultural pillars. These values include: (1) tolerance; (2) discipline; (3) hard work; (4) independent; (5) communicative; and (6) care for the environment. However, the large number of modern jewelry is currently a threat to traditional filigree craftsmanship in Pampang Village, the resulting traditional designs are considered less attractive, thus shifting market tastes. This study aims to produce an adaptation of jewelry to the traditional motifs of filigree and modern jewelry by transforming these two elements so as to produce visualizations in a new form. This study used a qualitative methodology that included reviewing the literature, conducting interviews, observing, and documenting, as well as developing an ATUMICS-based innovation approach for design creation. Because it keeps traditional elements that have philosophical values of life while expanding on the concept of novelty, namely the adaptation of elements modern, the strategy of creating innovations in culture, more specifically symbols on traditional motifs as inspiration for the creation of jewelry designs, will have more value. The ATUMICS method examines artifacts, technique, usefulness, material, icon, concept, and shape when incorporating traditional and modern components into filigree jewelry design. By introducing a brand-new item of modern jewelry in a traditional design, this will aid in revitalizing Indonesian culture.

Keywords : ATUMICS, Filigree, Innovation, Motif, Jewelry.