

ABSTRACT

APPLICATION OF EMBROIDERY TECHNIQUES ON READY TO WEAR CLOTHING WITH DAYAK DECORATE MOTIF, CENTRAL KALIMANTAN

By

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The relocation of the Indonesian capital to the province of East Kalimantan has increased the spotlight on this island. This has the potential to increase regional tourism in the fashion sector, one of which is also for the province of Central Kalimantan. Fashion is one of the things that is used for tourism in the province, namely by applying Dayak motifs to modern clothes. Dayak motifs are often made using embroidery techniques because the embroidery industry has developed in the Central Kalimantan area, especially in the capital city of Palangka Raya. Therefore, an opportunity was found from the developed embroidery industry, which was used to apply the Central Kalimantan Dayak motif to ready-to-wear using embroidery techniques.

Therefore, the purpose of this study is to apply embroidery techniques ready-to-wear with Central Kalimantan Dayak motifs. This research was conducted using a qualitative method, the data was collected through online interviews, observing craftsmen, reading books, journals, and articles. The final result of this research is ready-to-wear which is applied to the development of a typical Dayak decorative motif with embroidery techniques in a modern look.

Keywords: Ready To Wear, Embroidery, Motif, Dayak, Central Kalimantan