

ABSTRACT
GEDOG LOWO PRODUCT DEVELOPMENT
WITH THE SPECIAL STYLE OF THE TUBAN PEOPLE

By

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Tuban Regency in East Java, more specifically in Kerek District, is one of the areas producing woven fabrics and woven fabrics typical of the Tuban community commonly called gedog woven fabrics, Kerek sub-district itself has several SMEs, one of which is Gedog Lowo, Gedog Lowo is a business group Together in Kerek District, Tuban Regency, which consists of a group of batik craftsmen and traditional gedog weaving. In the production process, Gedog Lowo takes into account the quality and value aspects of the Tuban tradition. Until now, Gedog Lowo SMEs are still focusing on selling gedog woven sheets, where similar SMEs have started to innovate in the form of products. Thus, Gedog Lowo SMEs must start to innovate in order to have competitiveness with similar SMEs. This research is expected to solve the problems that exist in Gedog Lowo SMEs. The research method used in this research is literature study, experimentation, interviews and online observation. This study aims to provide new product variations of gedog woven fabric without losing the simple identity of the Tuban community. The final result of this research is an innovative product in the form of a bag with the main material of gedog weaving.

Keywords: Bag, Gedog Weaving Fabric, and Tuban