

ABSTRACT

DECONSTRUCTION OF KEBAYA THROUGH MANIPULATION STRUCTURAL AND DECORATIVE ASPECTS OF CLOTHES USING THE SCAMPER METHOD

By

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Currently, Indonesian women's national dress, kebaya, is being promoted through the cultural movement 'Kebaya Goes to UNESCO' since August 2022. This movement has increased the popularity of kebaya through single nomination and multi-national (joint) nomination as UNESCO intangible cultural heritage. Through the Swara Gembira community, the popularity of kebaya has also increased not only among adult women but also among young people. In the research process, a qualitative method of data collection was used, consisting of a literature study, interviews, online observation, and exploration. Based on the results of observation, the development of kebaya designs that have been carried out by Massicot and Smitten by Pattern brands, there are changes in kebaya design lines through the combination of bright colors with geometric motifs using digital printing techniques, with the deconstruction of kebaya designs that are more voluminous using additional layering techniques and balloon silhouettes, as well as the use of materials that are more comfortable for everyday wear. So, the output of this research is a new alternative design on ready-to-wear kebaya design using the SCAMPER method with the principle of design deconstruction, and the combination of colors and patterns, with the target market of young people.

Keywords: Decostruction, Kebaya, Color, Pattern, Sturcture aspect of clothes, Decorative aspect of clothes