

## **ABSTRACT**

### ***DESIGN OF URBAN FASHION PRODUCTS USING JUMPUTAN TECHNIQUES USING KETAPANG NATURAL DYES***

By  
**KHALISHAH MARETHA ASHILA**  
**NIM : 1605194085**  
**(Program Studi Kriya Tekstil dan Fashion)**

*The high mobility of urban communities requires clothing that can be used for formal and casual occasions. Departing from this phenomenon, the Brilianto Officials brand created jumputan clothing and succeeded in introducing jumputan to urban communities. There is potential for the application of jumputan techniques to urban fashion products using natural dyes from ketapang leaves. Natural dyes produce high value because of their distinctive colors and are environmentally friendly. This study aims to determine the criteria for semi-formal clothing needed by urban communities and produce semi-formal clothing by applying ketapang natural dyes. The method used in this research is a qualitative method with data collection methods in literature study, observation, interviews and exploration. The results of this research are fashion products in the form of semi-formal clothing with jumputan technique and ketapang natural dyes.*

*Keyword : Urban, Jumputan, Ketapang, Fashion Product*