

## **ABSTRACT**

### **DESIGN OF KUTUBARU KEBAYA WITH THE APPLICATION OF GEOMETRIC MOTIVES INSPIRED FROM ISLAMIC MOTIVES USING SCAMPER METHOD**

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*Recently, kebaya has started to be discussed a lot, seen from the "Kebaya Goes To Unesco" campaign, the Indonesian Film Festival event, there is also Swara Gembira social media that introduces the archipelago's culture intensely to young people. Therefore, kebaya is starting to be worn by many young people today, kebaya kutubaru is one of them. The research method used is a qualitative method, with data collection techniques namely literature study, observation, interviews, and exploration. From the results of observations on local brands Massicot, Smitten By Pattern, and Sejauh Mata Memandang, the kutubaru kebaya developed underwent slight modifications to the design, and mostly used digital printing and embroidery techniques that applied decorative elements of flora and fauna motifs. There are also geometric motifs, but the application of geometric motifs is not widely applied to kutubaru kebaya. Based on these data, there is an opportunity to develop kutubaru kebaya designs and process geometric motifs as decorative elements that will be applied to kutubaru kebaya. One of the motifs that uses geometrics is the Islamic motif. Therefore, the author developed the kutubaru kebaya design and designed geometric motifs inspired by Islamic motifs using the SCAMPER method. The final result of this research is a kutubaru kebaya using material with the application of geometric motifs inspired by Islamic motifs printed using digital printing techniques.*

*Keywords: Kutubaru Kebaya, Geometric Motifs, Islamic Motifs, SCAMPER*