

## **ABSTRACT**

### **APPLICATION OF EMBELLISHMENTS USING BEADING TECHNIQUES AND EMBROIDERY TECHNIQUES ON FASHION PRODUCTS INSPIRED BY JAIPONG DANCE COSTUMES**

By

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*The world of fashion always presents a variety of beauties, which is embellishment as a decorative element on fashion products such as clothing and accessories. Embellishments have been processed by many well-known designers who have made the embellishments grow. Especially the combination of beading techniques and embroidery techniques that use various materials such as beads and threads. In applying embellishment, creativity, and skills are needed to achieve an attractive character on the surface of a fashion product. This can be done by using Indonesian culture, such as Jaipong dance costumes, as inspiration for applying embellishments. The purpose of this research is to develop variations of embellishment using beading techniques and embroidery techniques with the inspiration for Jaipong dance costumes. The embellishment which functions as a decorative element will then be applied to fashion products in the form of women's clothing. The research method used is qualitative in the form of a literature study on a data review of literary sources, interviews with the sources concerned, observations to observe objects directly, and exploration of materials to achieve appropriate motives and compositions. The result of this research is a fashion product in the form of women's clothing with the application of embellishment using a combination of beading techniques and embroidery techniques based on inspiration from the development of philosophy, motifs, movements, colors, and images in Jaipong dance costumes.*

*Keywords: Beading, Embellishment, Embroidery, Fashion Products, Jaipong Dance*