

## ***ABSTRACT***

### ***ADAPTATION OF ULAP DOYO TRADITIONAL MOTIF ON ATBM WOVEN FABRIC FOR FASHION PRODUCT***

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*In cultural life and society, woven fabric is designed as traditional clothing. However, nowadays, besides this function, woven fabric also serves as a means to enhance appearance and preserve regional craftsmanship. The cultural potential of East Kalimantan includes textile crafts, with one prominent example being the Ulap Doyo woven fabric. Ulap Doyo represents the expression of knowledge and beliefs held by the Dayak Benuaq tribe. Traditional Ulap Doyo motifs still produced today, include the Harimau (Tenggulut Timang), Naga (Tenggulut Naga), Perahu (Langkant), Bungkus Gula, Kadal (Bling), Tebuk Pancung, Udho, Sendok, and Bunga Nunuk motifs. This research identifies the potential and need to develop Ulap Doyo in a more specific direction, namely the design of motifs inspired by the Bunga Nunuk motif from Ulap Doyo fabric. The goal is to address the market gap for younger generation with varied product designs and to expand the functionality of Ulap Doyo, thereby enhancing the product variety and quality of Ulap Doyo. The research employs qualitative methods, including observation, interviews, literature reviews, and motifs exploration, to gather data on the adaptation of traditional Bunga Nunuk motifs from Ulap Doyo fabric into textile and fashion products.*

*Keywords: Traditional Motifs, Ulap Doyo, ATBM Weaving.*