

ABSTRACT

DEVELOPMENT OF GEDOG LOWO WOVEN FABRIC THROUGH FABRIC MANIPULATION WITH IMPLEMENTATION OF “HULU KE HILIR” STORYTELLING CONCEPT INTO READY TO WEAR DELUXE CLOTHING BASED ON DESIGN COLLABORATION

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Gedog Woven is a material with high potential and is currently in great demand by connoisseurs and industry players. Gedog Lowo, as one of the brands that produces Gedog woven fabric, sees the potential it has and is supported by various references, encouraging Gedog Lowo to start developing a brand by making products that are in accordance with its characteristics and are able to represent its identity. To develop the brand, Gedog Lowo opened itself as a collaborative forum. Researchers and designers worked together with Gedog Lowo to develop Gedog Lowo woven fabrics to produce product variations. This research is a study of how MSMEs and designers collaborate by incorporating their respective identities into a product to produce a product that has a collective identity. However, the problem lies in not knowing what type of product the Gedog Lowo brand wants to develop. Therefore, an analysis and exploration were carried out to identify the potential for appropriate products, by designing a concept that is able to create the Gedog Lowo brand identity and collective identity to produce appropriate products. The final product produced is a ready-to-wear deluxe fashion with the application of visual storytelling, "Hulu to Hilir", which creates a very valuable visual process of making Gedog weaving through fabric manipulation by paying attention to the Gedog Lowo brand identity, collective identity, and Tuban as a product of tradition collaborating with modernization without eliminating the identity of Tuban.

Keywords: *Fabric Manipulation*, Gedog Lowo, Gedog Woven, Hulu ke Hilir, Kolaborasi, *Ready to Wear Deluxe*, *Storytelling*.