

ABSTRACT

**THE APPLICATION OF 3D EMBROIDERED DECORATIVE
ELEMENTS ON KEBAYA ENCIM FOR THE BERKAIN TREND**

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The berkebaya trend that has emerged among younger generations, particularly through the #BerkainGembira campaign on social media, has sparked a revival of traditional clothing in everyday fashion. One item that has regained popularity is kebaya encim, known for its lightweight material and floral embroidery motifs. However, the embroidery typically used remains conventional and two-dimensional, with limited visual innovation. This study aims to develop the application of 3D embroidery techniques on kebaya encim as a decorative element to enhance visual appeal and add variation to berkebaya trend. The research method uses a qualitative approach, with data collected through literature review, trend observation, interviews, and exploration of design and embroidery techniques. The design results show that the 3D embroidery technique, particularly using the tutupan method, successfully adds dimension and texture to the appearance of the kebaya encim. The floral motif is arranged symmetrically, following design principles and primary data analysis. This design is considered well-suited to the preferences of the current target market.

Keywords: *the berkain trend, kebaya encim, 3D embroidery*