

ABSTRACT

DESIGNING CHINESE-SPECIFIC MOTIFS WITH EMBROIDERY TECHNIQUES TO BE APPLIED ON ENCIM KEBAYA

by

ASMAK SYAHIDA

NIM: 1605194045

(Major Craft Textile and Fashion)

The kebaya is known as traditional Indonesian women's clothing and a form of sartorial heritage and is now regaining popularity thanks to the “Kebaya Goes to UNESCO” movement. One example is the Chinese-style kebaya encim, characterized by its unique colors and decorative elements that carry special philosophical meanings. As times have changed, the kebaya encim has undergone dynamic transformations. Based on observations, it can be concluded that the kebaya encim evolving today has been modified to be more modern and diverse. Therefore, there is an opportunity to redesign the kebaya encim according to its distinctive Chinese characteristics in terms of garment shape, color, and motifs, with the aim of reintroducing the Peranakan Chinese culture in line with the origins of the kebaya encim. This research was conducted using qualitative methodology through literature review, observation, exploration, and interviews. Thus, the outcome of this research is the design of a fashion product in the form of a kebaya encim with a distinctive shape and bright colors. Along with the development of motif compositions inspired by Chinese decorative elements, specifically peony flowers as the main motif, applied using embroidery techniques.

Keywords: *Encim Kebaya, Chinese Motifs, Peony Embroidery Technique.*