

ABSTRACT

PRODUCT DEVELOPMENT OF THE GEDOG LOWO BRAND THROUGH ‘RIWAYAT KAPAS’ STORYTELLING AND SURFACE TEXTILE DESIGN TECHNIQUES

by

HASNA NAZIHAH AHMAD

NIM: 1605213067

(Major Craft Textile and Fashion)

There are various types of traditional fabrics in Indonesia, one of which is gedog woven fabric. Gedog woven fabric is a traditional fabric from Tuban Regency, East Java, which was initially less well known by the wider community, but with the phenomenon of the appointment of Tuban gedog woven batik as an icon at the National Batik Day event in 2024, now gedog woven fabric has begun to receive attention from fashion lovers and has great potential to be developed into fashion products. In Kerek Sub-district, there is a brand producing gedog woven fabric with innovative motifs, but it is still produced in the form of cloth sheets only, so the product has the potential to be developed into a fashion product using a design concept that is in accordance with the characteristics of the brand. Therefore, this research will begin by conducting a literature study to obtain preliminary data, followed by direct observation to Kerek Subdistrict while asking several questions to representatives of the Gedog Lowo brand, weaving craftsmen, and cotton farmers to find out the development of gedog weaving. Then several experiments will be carried out to find the types of fashion products, techniques, and design concepts that are in accordance with the characteristics of gedog woven fabrics as well as the Gedog Lowo brand. This research is expected to provide a fashion product design that suits the needs and characteristics of the Gedog Lowo brand.

Keywords: Gedog Weaving, Gedog Lowo Brand, Fashion Product of Gedog Weaving