

ABSTRACT

The aim of this final project is to redesign the traditional Balinese subeng ear ornament using a modular design approach that aligns with the needs and preferences of the younger generation. The subeng is a traditional piece of jewelry that holds strong aesthetic, philosophical, and symbolic value. However, it has become less relevant among younger users due to perceptions of impracticality and incompatibility with contemporary minimalist trends and modern lifestyles. Therefore, this project implements a modular approach to provide a more adaptive and flexible design solution while maintaining the integrity of local cultural values.

The design process employs an experimental, qualitative approach. The development stages include visual exploration, sketching, prototyping, iteration, and user validation. Traditional Balinese motifs, such as Patra Punggel, Karang Bunga, and Bunga Jepun (frangipani), are visually simplified to align with minimalist principles while preserving their symbolic significance. The result is a jewelry set titled Putri Cening Ayu. It consists of a subeng, a necklace, and a brooch, all of which are designed for flexible use in daily and ceremonial contexts.

Five target users were asked to validate the design, and their feedback confirmed that it successfully met the intended objectives in terms of aesthetics, comfort, usability, and cultural representation. Based on input during the iteration process, the detachable natural stone feature was removed to simplify the product and better suit user preferences. This project is expected to contribute to the preservation of Balinese culture by employing a contextual, meaningful, and relevant design strategy for contemporary youth..

Keywords: *Subeng, Modular Design, Balinese Culture, Traditional Jewelry.*