

ABSTRACT

APPLICATION OF MOTIF INSPIRED BY VARIETY OF TRADITIONAL WEAPON IN MUSEUM COLLECTIONS ON SHIRTS AS MERCHANDISE PRODUCTS AT PRABU GEUSAN ULUN MUSEUM

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Developing museum merchandise is now an important strategy to increase attractiveness and introduce culture. Prabu Geusan Ulun Museum in Sumedang, West Java, is currently focusing on preserving the relics of the Sumedang Larang Kingdom, and has developed various merchandise products, including fashion accessories with Kasumedangan motifs. Based on several previous studies, merchandise product development has been carried out which resulted in several fashion products such as tote bags, pouches, hats, and scarves. However, the development of merchandise products in the form of clothing, especially for men, has not been realized despite having great potential. This research uses a qualitative method with an exploratory descriptive approach by conducting interviews with the museum and exploring the museum's decorative variety, namely the ornament on traditional weapon, as a decorative element. Continuing the previous research, the research results in the form of fashion products, namely the design of men's shirt products product design of men's shirts with decorative elements in the form of ornaments on traditional weapons, namely scorpion ornaments, Tjikeroeh ornaments, and Tritangtu Buana ornaments, which provide new variations in the merchandise products of Prabu Geusan Ulun Museum. This product is expected to attract a wider market, increase the visibility of the museum, and strengthen educational and cultural values. With this alternative product, the museum is expected to be able to increase the attractiveness of visitors while expanding the marketing reach of its merchandise.

Keywords: Merchandise, Ornaments on Traditional Weapons, Prabu Geusan Ulun Museum, Shirts