

ABSTRACT

The high consumption of gold jewelry in Indonesia reflects the growing interest, particularly among young adult Muslim women (ages 20–40), in jewelry that is not only visually appealing but also meaningful and aligned with cultural values and Islamic teachings. However, most jewelry designs currently available focus primarily on aesthetics, without exploring the potential of local cultural heritage and spiritual significance. This issue highlights a gap between the needs of modern Muslim consumers and the availability of products that represent their identity. One cultural heritage with great potential to be incorporated into jewelry design is the decorative motifs found in the Sunan Drajat Mausoleum Complex, known for their philosophical depth and unique visual characteristics. This study offers a solution in the form of jewelry set design inspired by these motifs, while also adhering to Islamic principles. The result is a set of jewelry consisting of a brooch, pendant, ring, and bracelet. The main contribution of this research is the creation of ethnic-Islamic jewelry designs that are competitive in the Muslim fesyen market and serve as a medium for preserving local cultural heritage.

Keywords: *Jewelry, Motif, Sunan Drajat*