

ABSTRACT

Nowdays, fashion industry has growing rapidly, especially in Indonesia, which is one of the countries that has so many culture inside. Cultural wealth of Indonesia has inspired the writer for pouring ideas on it, which aims to keep the traditional culture that has been shifting by current development.

The purpose of making wayang golek fashion is to introduce and recalls the wayang golek culture to the people. Techniques that will be used for wayang golek fashion is the surface textile design with various materials. Fashion that will be make will representation about properties on each characters of wayang golek. So that every each figure of wayang golek will have a different fashion between each other. That is purpose to show every wayang golek characters from fashion that they wear.

Pattern of fashion that will be make for every wayang golek characters is the result from analysis of every each characters in perwayangan figures. Figures that will be representation is characters inspired by the Mahabharata legendary story, and for shorting that line, writer have took sub stories which is about Dewi Draupadi who has a big role in Mahabharata's life. Band togheter characters of the perwayangan figures with techniques and materials that have been analyzed be expected can have the main attraction and have market potensial that big enough in the circle of it's market segmentation.

Keyword :culture, wayang golek, character, fashion