

## **ABSTRACT**

### **APPLICATION OF BEADING TECHNIQUE AND HAND EMBROIDERY TECHNIQUE IN DEMI COUTURE CLOTHING**

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*Beading and Hand embroidery techniques are one of the embellishment techniques. In Indonesia the use of techniques beading and hand embroidery is usually used always as a decorative element on fashion product. The use of techniques is beading and hand embroidery rarely combined in a fashion product, the usually combining beading with an embroidery machine or usually called bordir. One of the form which frequently to both techniques used is flora. The use by inspiration for the shape used has not been widely developed and the craftsmen's perspective on the material form of a sequin often resembles a natural form. The purpose of this research is to provide and develop the potential application of techniques beading and hand embroidery into a detailed embellishment, and its expected to be a solution for problems with sequins forms that often resemble natural forms such as flower and can create new forms of combining techniques beading and hand embroidery with inspired by the Tari Merak which visualizes as a peacock. The application of clothing is Demi couture expected to support the application of techniques beading and hand embroidery as a medium for the exploration of these both techniques. This methodology research is uses qualitative methods among others observation, interview, literature studies, and exploration in order to observe, analyze the visual form of the Tari Merak costume a source of inspiration in combination beading and hand embroidery technique. Based on this method is expected can make a new form composition can be made using techniques beading and hand embroidery technique inspired by Tari Merak based on philosophy Tari Merak, dance movements, and element of costumes Tari Merak that visualize peacocks which will be applied to demi couture.*

*Keywords: Beading, Hand Embroidery, Tari Merak, Demi Couture.*