

ABSTRACT
WHITE SNAPPER APPER SCALESDECORATION ON
SANGJIT CLOTHING WITH THE INSPIRATION HAIRPINS
AND SANGJIT FANS

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White snapper is one of the fish that has considerable potential to support the fashion industry in obtaining embellishment materials for clothing because it has a fast growth rate. White snapper (*Lates calcarifer*), because it has a relatively fast growth. White snapper has a high economic value, both to meet the needs of domestic and foreign consumption. White snapper can be commercialized because the cultivation of white snapper can be developed so that it will produce increased residual production in the form of fish scales which have the potential to be used as embellishment material on sangjit clothing to add beauty. Sangjit is a Chinese culture that is carried out like an engagement process. With the effort to utilize the residual production of fish scales into embellishments on clothing by combining the characteristics of sangjit culture, this study aims to create fashion designs using fish scales alternative materials by using the application of embellishments on sangjit clothing. The fashion design uses white snapper scales as one of the production materials that are used as decorative ornaments in the design clothing which is inspired by hairpins and sangjit fans. The results of this research will produce a product in the form of formal clothing using silk fabric and white snapper scales as an embellishment. Utilization of white snapper scales has an effect on the environment. By using qualitative methods, namely observation and interviews, from these data students can find out the desired clothing and characteristics. The exploration was carried out by applying different techniques such as beading, coloring, and embroidery.

Keywords: white snapper scales, sangjit, fan, hairpin