

## **ABSTRACT**

### ***Application Of Macrame Technique in Ready-To-Wear Clothing with Denimology Concept***

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*Based on the observations that have been made, the application of macramé techniques in clothing is still not widely used, the application is also only as a decorative element not as the main structure of the clothing. In addition, the application of the macramé technique in fashion products is also identical to the material in the form of string yarn, while on the other hand there are opportunities for other materials that can be used as an alternative to string yarn material such as denim material which has a strong and durable material against washing. This research aimed to get a formulation of the right design considerations to optimize the application of macramé technique using denim material in fashion making, produce the right exploration of the combination of macramé technique patterns using denim material, and produce fashion prototypes based on the design concept raised. This research is a qualitative research with data collection methods in the form of literature studies of books, journals and previous studies, observation of local brands and exploration. Based on the results of the literature study, observation and exploration, an entertain fashion prototype was made that applied the macramé technique to the structure and used denim material. The material preparation process was carried out by sewing denim material so that a neat and clean material was produced. The knots used are basic knots that are developed such as flat knots as part of the structure that has tight characteristics and pearl knots, double flat variation knots and cordon knots that are used as decoration elements because they have sparse characteristics (not tight) and have a more embossed texture. This research produced two fashion looks consisting of one macrame top, one obi belt, one pants, one macrame outer and one inner.*

*Keywords: macrame, fashion, denim, and structure*