

## **ABSTRACT**

### ***LOOKING FOR THE IDENTITY OF TASIKMALAYA EMBROIDERY AS AN EFFORT TO DEVELOP MOTIF INNOVATION***

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*Tasikmalaya embroidery is a culture and also the largest embroidery industry in Indonesia with the largest number of craftsman. Along with the development of globalization, there are also several problems that occur in the Tasikmalaya embroidery industry because embroidery is starting to be influenced by modernization and developing in several other areas. It can be seen that there is an urge to explore and innovate in various aspects as a solution to facing competitors; starting from the workmanship process, motif shapes, and product variations. However, embroidery industries in other areas also produce similar embroidery, because Tasikmalaya does not have the specificity that can be used as differentiation. To overcome this problem, data collection methods were used, namely observation, interviews, surveys and literature studies to produce motif designs; because the thing that can represent cultural identity in Tasikmalaya embroidery is the motif. The design thinking approach method was used to produce a design innovation in the craft sector, which can help the embroidery industry in Tasikmalaya. The results of this research are motif designs that can contribute to implementation in the embroidery industry, so that they can be introduced to the wider community as the identity of Tasikmalaya embroidery. Apart from that, this research can also be a reference for future researchers regarding Tasikmalaya embroidery design, including the application of the design thinking process in finding solutions to solve a problem.*

*Keywords: embroidery, identity, Tasikmalaya, design thinking, motif*