

ABSTRACT

EXPLORING KESUMEDANGAN MOTIFS FOR MERCHANDISE NEEDS FOR STUDENTS AS A MEANS OF INTRODUCING PRABU GEUSAN ULUN MUSEUM

By

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The Prabu Geusan Ulun Museum, which is located in Sumedang Regency, has the potential as an educational tourism destination. During its operation, the Prabu Geusan Ulun Museum has had obstacles in expanding its existence to the wider community. The lack of diversity in merchandise product variations and the use of designs that are not yet optimal in supporting assets has hampered the progress of the Prabu Geusan Ulun Museum. The development of product and design variations is present as a solution to the process of strengthening the characteristics and introducing the Prabu Geusan Ulun Museum to the wider community. This research uses qualitative methods with data collection techniques namely literature study, observation, interviews and exploration. By developing a variety of merchandise products in the form of bucket hats, pouches and handkerchiefs with designs that suit the image and needs of the Prabu Gesuan Ulun Museum, utilizing the results of previous research, it is hoped that this can help introduce the existence of the Prabu Geusan Ulun Museum to the wider community, especially students who visit the area of Prabu Geusan Ulun Museum.

Keywords: Merchandise; Pattern; Museum Prabu Geusan Ulun; Textile Pattern.