

ABSTRACT

MERCHANDISE DEVELOPMENT OF GRIYA HARAPAN DIFABEL'S CLOTHING PRODUCTS THROUGH REDESIGN METHOD USING APPLIQUE AND EMBROIDERY TECHNIQUES

by

RIZKA ISMAYANTI

NIM: 1605210035

(Major Craft Textile and Fashion)

Persons with disabilities often face limitations in accessing equal economic opportunities, including within the creative industry. Griya Harapan Difabel (GHD) in West Java serves as a platform for empowerment through skill-based training, particularly in sewing and textile crafts. However, many women's garments produced by GHD's sewing class remain unsold due to a lack of visual appeal that aligns with market preferences. This study aims to develop merchandise products by redesigning unsold garments, combining the original materials with batik fabric scraps through the application of patchwork and hand embroidery techniques as decorative elements. The research employs a qualitative approach through observation, interviews, and design exploration. The results show that the use of patchwork and hand embroidery techniques enhances the visual value of the products, optimizes the utilization of textile waste, and strengthens GHD's visual identity as an empowerment institution. This initiative is expected to support sustainable production practices while opening new market opportunities for the disabled community.

Keywords: Applique Technique, Embroidery Technique, Griya Harapan Difabel, Merchandise, Redesign Method.