

ABSTRACT

DESIGNING MERCHANDISE PRODUCTS FOR THE HAMPERS RAYA SERIES AT THE MSME MERAJUT ASA KITA

by

ELISABETH SEKAR KINANTI

NIM: 1605210120

(Major Craft Textile and Fashion)

The tradition of preparing hampers for Eid al-Fitr has become a common consumer behavior among Indonesian society during festive seasons. However, Merajut Asa Kita, a knitting-based MSME and community tourism center, has yet to develop merchandise that reflects the local identity of Binong Jati, largely due to the absence of a dedicated Research and Development division. In response to this gap, this study aims to design knitted merchandise products that incorporate novel pattern compositions and product typologies. Employing a qualitative approach through a case study method, data were collected by literature, interviews, observations, design exploration, and questionnaires. The research culminated in the development of a merchandise prototype that integrates the Binong Jati pattern and Arabesque ornament, utilizing computer knitting techniques and circular knitting application, proposed as a Raya Series hampers product for MSME Merajut Asa Kita.

Keywords: Arabesque Ornament, Binong Jati Pattern, Circular Knitting, Computerized Knitting, Merchandise