

ABSTRACT
**THE DEVELOPMENT OF ECOPRINT TECHNIQUES FOR
PRODUCT DESIGN ON CANVAS FABRIC IN KAMPUNG
CENGKEH'S MESEs**

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Designing fashion products with natural dyes is a strategic step in supporting the development of the creative economy in Indonesia. Ecoprint is one of the growing natural dyeing techniques. Ecoprint is the process of transferring colors and shapes from plant parts such as leaves, flowers, and bark to the surface of the fabric through direct contact. The technique has been applied by UMKM Kampung Cengkeh, which produces various fashion products made from leather, wool, silk, Bedouin weaving, ATBM, rayon, and cotton. Although it has been running well, UMKM Kampung Cengkeh still faces challenges in terms of design innovation and coloring results on canvas fabrics that have not been maximized, especially in the application of steam ecoprint techniques.

This research uses qualitative research methods with data collection techniques through literature studies, observation, interviews and exploration. This research aims to analyze product development opportunities, the efficiency of ecoprint application patterns, and exploration of dyeing methods on canvas fabrics at UMKM Kampung Clove. The method used in this research focuses on design development and utilization of natural materials to improve product quality and attractiveness. The results of the research are expected to contribute to strengthening local product identity, expanding the market, and helping to improve the quality of Kampung Clove MSME products.

Keywords: ecoprint, product design, natural dyes, canvas fabric, UMKM Kampung Cengkeh