

TRADITIONAL FOOD CURTAIN FOOD STATEMENT DEVELOPMENT YOGYAKARTA AS A CREATIVE INDUSTRIAL PRODUCT INNOVATION

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ABSTRACT

The purpose of this study was to develop imitation printed sculptures of traditional Yogyakarta food as a product of creative industry innovation. The specific target of this research is the imitation sculpture product of traditional food that can be developed as an alternative souvenir of Yogyakarta.

This study uses the Four D version of research and development procedures or R & D from Thiagarajan (1974). Four-D Model device development models were suggested by Sivasailam Thiagarajan, Dorothy S. Semmel, and Melvyn I. Semmel (1974). This model consists of 4 stages of development namely Define, Design, Develop, and Disseminate.

The results showed that (1) traditional food in Yogyakarta has various interesting shapes and uniqueness to be used as souvenirs that have the potential as creative industry products, (2) souvenir product designs in the form of various wall decoration products, key chains and magnets in the form of traditional food sculptures, (3) the results of the validation of the product design show very reasonable criteria

Kata Kunci: *sculpture, traditional food, creative industries*