

EXPLORATION OF NEO CLASSIC BLOUSES WITH DECORATION MOTIVES THEMED OF INDONESIAN LOVE AND PUBLIC ACCEPTANCE

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ABSTRACT

This study discusses the decorative techniques of thread-stick embroidery with Indonesian love motifs on neo-classical blouses as a sign of love for the motherland, the application of this embroidery as decoration on women's blouses, as well as being seen in public acceptance or potential consumers. The objectives of this study were 1) to know the embroidery technique to attach threads with Indonesian love theme motifs; 2) Understanding the application of embroidery to attach threads that are unique, creative, and currently in trend with Indonesian love theme motifs on neo classic clothing from the panelist's perspective; 3) Knowledge of public acceptance from potential users or consumers regarding the application of the concept and design of embroidery ornaments attaching thread to neo classic blouse models.

This type of research is exploratory descriptive with a survey approach. Methods of data collection using expert panelist tests and panelist tests of prospective customers / users are equipped with assessment sheets and questionnaires. The test sample was made of four blouses with the same model, four smart casual clothes with four color choices and motifs with the theme of love for the motherland, there were four blouses called blouse models A, B, C and D. The data sources for this research were female students at among UNY and the general public, women with an age range of 18-50 years, with a total of 128 respondents, were taken through a purposive sampling technique. Data analysis uses descriptive techniques with percentages.

The results of this study were 1) strengthening the design concept of embroidery gluing thread with the motif of love for the homeland with the same blouse model but applied in four blouse colors which were coded blouse model A, blouse model B, blouse model C and blouse model D, 2) responses Respondents applying the concept of embroidery attaching thread with the theme of Indonesian love applied to the noe classic blouse model have a blouse model category A with a very good category with a score of 75.9%, blouse model B in a good category with a score of 39.8%, blouse model C with a category very good with a score of 86.7% and blouse with model D with a good category with a score of 66.4%. Of the four blouse models, models A and C have the highest public acceptance.

Kata Kunci: *Sticky thread embroidery, smart casual, women's blouse*