

ABSTRACT

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Study Program : Product Design
Title : Product Design For Introducing Endemic Tengkawang
Tungkul Flowers

Indonesia is a country rich in culture and natural resources. This can be seen from Indonesia being designated as the seventh largest country with around 20,000 species of flora, 40% of which are native to Indonesia. However, it is estimated that about 240 plant species are now considered rare, making Indonesia listed as a country with the highest level of plant species extinction in the world. One example that falls into the category of endangered plants is the Tengkawang Tungkul from West Kalimantan. Besides being known as an endemic plant, this plant also has a close relationship with the Dayak tribe and serves as the mascot flora of West Kalimantan itself. However, this plant is now increasingly forgotten by society. Therefore, this design is carried out to help reintroduce the Tengkawang Tungkul plant through product design. The design is conducted using aesthetic approaches and case studies of several brands that also address specific issues through their products. The method used is design thinking, resulting in a product in the form of a sling bag combining elements of the Tengkawang Tungkul flower with the culture of the Dayak tribe.

Kata kunci : Tengkawang Tungkul, Woven, Fashion accessories, Campaign