

ABSTRACT

Early childhood development institutes, especially kindergartens, drawing is one method to train children's imagination, creativity, and confidence. Therefore, children's drawings actually contain information on the ideas and expressions of the children through their drawing styles. According to Victor Lowenfeld and Brittain, children 4-6 years of age contain specific identities in their drawing styles. According to Primadi, objects that occur in children's drawings contain identical compositions. From the two theories, the writer performs a field observation to the Sekolah Lare Alit and Mutiara Bunda Playschool kindergartens located in the city of Bandung to collect data in the form of children's drawings which will be used as the object of the application of theory and processing of Batik motifs.

The surface of this research consists of the processing of children's drawings as a motif using the Batik Cap and Batik Tulis techniques. These Batik techniques are chosen with the purpose of giving an authentic value to a crafting product and also to increase the marketability potential among urban parents. Besides, this product is expected to create a sense of love batik to children through their image as a motif.

Keywords : *PAUD*, The Urban Mama community, child drawing, batik.