

ABSTRACT

Today batik has become a part of everyday life that is able to touch various circles of society. Batik Lasem is a coastal batik originating from Lasem District, Rembang Regency, Central Java. This research focuses on the Watu Pecah motif in Batik Lasem. This study uses Roland Barthes' semiotic analysis, which analyzes the meaning of signs consisting of signifier, signified, denotation, connotation and myth or ideology. Denotation uses real meaning, while connotation leads to a socio-cultural, emotional condition in society such as in Lasem and the myths to be conveyed. Based on the five motives, namely Chinese characters, Latoh, Melati, Kupu-Kupu and Watu Pecah Flowers are pictures of the life of the Lasem people. Starting with cultural acculturation which is displayed through Chinese script motives, the period of forced labor exploitation of the Daendels road is outlined in the Watu motif. Watu motives are broken indirectly carrying visual messages made by batik that are to be conveyed to the lovers of batik art.

Keywords : *hardwork, motives, Lasem batik*