

## **ABSTRACT**

Batik comes from the traditional culture of several regions in Indonesia. At present batik is often used at events such as ceremonies, meetings, attending wedding receptions, and other official events. Batik is actually one of the archipelago's cultural heritage that continues to survive today. Batik's popularity is already very well known in the community, the use of batik is also very popular with the public. On the one hand, in West Java, especially in Bandung and Bogor, the growth of local clothing products is quite rapid and has become a popular business activity for young people. Market rotation of this type of clothing usually has a target market for young people. Unfortunately from the observations by looking at these local teenage clothing products, the use of the nusantara cultural elements is arguably not as much as the use of popular cultural elements, one of which is a famous local clothing motif is rarely seen as a modern visual clothing inspiration, this is due to clothing brand inspiration. Local people tend to adopt outside popular culture and are rarely found using elements of the archipelago culture. Therefore, making modern-style batik motifs can be used as an option to make a clothing brand that has local nuances can be further enhanced. The purpose of this study was to create illustrations of certain iconic batik motifs in the Java region by combining modern and traditional elements. The research was conducted by conducting research on current clothing design trends as a consideration of modern elements by means of observation, interviews and questionnaires. With this research, it is hoped that batik can become an element of the archipelago culture used by modern clothing.

**Keywords:** Experimental, Illustration, Batik, Branding, Clothing