

ABSTRACT

BATIK MBAKO PATTERN DESIGN FOR MEN'S CLOTHING

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The Batik Mbako motif that has been produced is less varied because the composition is not optimal, the use of repetition techniques and also the lack of designs for products and motifs that are intended for one segment such as for men. Therefore, there is the potential for developing the Batik Mbako motif in terms of variations in shape with motif of enrichment, new compositions use motif repetition techniques, This repetition will make the shape of the motif that will be formed so that it looks varied, and the design of the Batik Mbako motif product that will be designed aimed at fashion products that are suite with male segmentation and look modern. The research method used is a qualitative and quantitative method with data collection in the form of literature studies (books, thesis and online media), interview (Batik Mbako craftsmen), observation (CV Pesona Tembakau and tobacco plantations), and experiment (developing one of the motives by stylization, composition and determine the size of the motif that is in accordance with the segmentation of men to later determine the size of the batik stamp). The motif produced is a motif that uses brick repetition, which creates a pattern of motifs resembling bricks. The design of the motif is in accordance with the elements and principles of design, so as to produce other variations of the batik motif of Mbako. The resulting clothing products are varied by laying motifs that are not applied throughout the fabric with a pajamas silhouette.

Key Word : Batik, Mbako, Stamp, Motif, Clothing, Man