

## ***ABSTRACT***

# **EXPLORATION OF MOTIF DESIGN INSPIRED BY GEDUNG SATE LANDMARK FOR MOJANG JAJAKA JAWA BARAT'S FASHION**

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Gedung Sate is being used as the main office for West Java's Governor and central of West Java's government itself. Gedung Sate has a very important historical value, and it also had unique shapes and characteristics. In order to continue West Java's development plan, a figure from the young generation is needed to develop the potential of West Java. Mojang Jajaka as an Icon from the young generation help to maintain about West Java's tourism, arts and also culture. As an Icon, Mojang Jajaka has to show the character that represents West Java's identity in every aspect.

Therefore, the purpose of this study is to identify the identity of iconic landmarks in West Java, which is Gedung Sate for West Java's Mojang Jajaka fashion in order to optimize their identity as the ideal icon of the young generation West Java. This study is carried out by qualitative method, Data collection was conducted through observation by visiting Gedung Sate, interview, literature studies from various books and journals, and also motif exploration.

The exploration produced a composition of new motifs through digital printing techniques that were applied to ready to wear. A style that geometric style is being used in this composition. And also using the silhouettes technique that is adapted from the pangsi Jawa Barat composed of three-element of culture (kesundaan, kebetawian, kejawaan).

Keyword: Gedung Sate, *Mojang Jajaka*, Motif