

ABSTRACT

‘ONDEL – ONDEL’ BETAWI’S MOTIF EXPLORATION FOR KIDS READY – TO WEAR CLOTHING

By

Anindhita Callista Putri

NIM : 1605150034

(The Study Program of Textiles Craft and Fashion)

The entry of a very rapid era of globalization, especially in urban areas, affects the physical and functional changes of Jakarta's city icons such as Ondel-ondel Betawi. In the beginning, Ondel-ondel functioned as a spiritual media that was believed to be able to carry out magical activities. Now, it is experiencing a transition to commercial accommodation that changes the overall shape, appearance, and physicality of the doll. From the results of the analysis that the researchers have done, the selection of this topic is based on the issue of the fact that there are least millennials who know the origin of the Betawi Ondel-ondel doll. Because of those cases, the purpose of this researches is to introduce the differences between the past and present Betawi Ondel - ondel dolls to children at around aged 7 until 9 years old through visual media. The research method that the researchers done are quantitative and qualitative. Questionnaires, interviews, observations, literature studies, and experimental methods are the processes of data collection that are done. The introduction media that the researcher took is processing visual elements and physical past and present Betawi Ondel - ondel dolls to be used as a motifs by using stylisation techniques that will be applied to ready to wear fashion products that combined traditional Betawi clothing designs, fashion designs from the results of analysis comparative brand, and design made based on the concepts of the differences between Ondel-ondel in the past and present such as tops, shirts, sweaters, and T-shirts. The other types of clothing items are pants and skirts decorated with suspenders, and the last thing is unformal girls dress. The application method of applying motifs to clothing by using surface textile design techniques, a couple of them are digital printing and DTG (Direct To Garment) methods. The researcher hoping that childrens can be able to recognize the history and differences of past and present Ondel - ondel Betawi dolls and also provide parents awareness to pass on Indonesian culture to their child.

Keywords: Ondel – Ondel, Betawi, Jakarta, Motifs/Illustrations, ready to wear clothing