

## **ABSTRACT**

### **APPLICATION OF BLOCK PRINTING WITH INSPIRATION BATAK'S GORGA IPON-IPON**

Along with the development and advancement of technology in the era of modernization, block printing techniques are being abandoned because the process takes a long time. Some parties stated that hand block printing is one of the textile printing techniques that has characteristics and cannot be imitated by machines. There are perfect imperfections in block printing (Molly Mahon, 2019). The times development has diminished the people who build residential houses using Gorga ornaments because of the more expensive manufacturing costs, different functional levels / needs, and simpler modern architectural influences. According to Tulus Siburian (2017) besides that, the function of Gorga at this time is not just for home, the transfer of Gorga application has been done a lot. Gorga has also been applied as an inspiration motif in design. The application of block printing techniques with the inspiration of Batak's Gorga Ipon-Ipom as one of the products in the development of Batak Gorga blocks and blocks to be known in accordance with the development of technology.

Keywords: Gorga, Block Printing, Fashion Products