

ABSTRACT

BLOCK PRINTING TECHNIQUE DEVELOPMENT USING DIRECT PRINT METHOD FOR FASHION PRODUCT

By

SHALFIERRA ALYAA DZAKY IRBAH

NIM: 1605160050

(Craft Study Program)

Block printing is one of the printing techniques that has a high aesthetic value because the printing results have characteristics that cannot be obtained through advance technology. The block printing technique is simple and relatively easy to do because print media and supporting tools are easy to get. The direct print method is one of the processes of block printing techniques on textiles. The direct print method is the process of attaching color into white material and the result is the color of the printing process. In designing fashion products, aesthetic elements are needed in the form of motifs or patterns to add aesthetic value and uniqueness to the product to be created. Along with the time block printing techniques have begun to be abandoned due to technological advances. Based on this phenomenon block printing can be used as a technique for decorating fabric surfaces because block printing techniques are considered to have the potential to be developed and applied to fashion products to add visual aesthetic value for the products to be created.

The research method used is qualitative methods such as collecting data from various written sources such as books, journals, and documents related to the research topic. Then conduct experiments to develop block printing techniques on textile materials.

The results of this research were applied to fashion products in the Ready-to-Wear Deluxe category because they are a limited number of handmade products. Visualization of block printing techniques is used as an aesthetic element applied to textile materials that will be used as clothing.

Keywords: Block printing, Direct print, Textile, Fashion products.