

UNDERSTANDING THE MEANING OF INDRAMAYU BATIK MOTIVES AND THEIR DEVELOPMENT

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ABSTRACT

This study aims to Understanding The Meaning Motives of Batik Indramayu and the development in depth based on DEKRANASDA's book that describes based on history, marketing and the meaning of the motives itself.

This study uses a Qualitative method type of Descriptive research. Instruments used in this study were Interview, Observation, and Documentation. Data Validation technique checked used Triangulation and Observing Persistence then the data obtained so the conclusion can be drawn.

Based on Descriptive Analysis, it's known that Batik Indramayu had deep meaning from each motive, and on average it's told about culture and habits of Indramayu Society.

Keywords: Batik Indramayu's Motives, DEKRANASDA Book, Semiotics.