

## ABSTRACT

*Following the development of the 2020 trend, this tie dye trend is currently popular again and can attract public interest through its aesthetic value to the tie dye trend. Ikat celup/ jumputan is one of the innovative developments of jumputan batik. In 2020, the phenomenon of the Covid-19 virus outbreak during the pandemic caused many people to make tie dye medium for art exploration to hone skills and get rid of boredom in the dyeing method of fabric, so as to produce color effects and motifs. which produces different aesthetic values of art in each of his works by analyzing the aesthetic values and coloring motifs that are of interest to the public in a subjective aesthetic manner. Tie dye is a style that you can adapt as a DIY (do-it-yourself) activity at home. The role of tie dye, which is currently trending during the 2020 pandemic by using a phenomenological approach, reflects what is currently popular with the wider community, one of which is tie dye as an exploration medium for the aesthetic value of art, the beauty value that comes from an exploration of dyeing on fabrics in the tie dye trend phenomenon, There are many different motifs on the ikat celup/ jumputan, there are also many items or items that become containers for art exploration. The number of beautiful aesthetic values gives the role of the community with taste in abstract beauty motifs from the exploration process according to taste or subjectively that produces aesthetic values of beauty.*

*Keywords: Exploration Media, Aesthetics (Beauty), 2020 Trends.*