

ABSTRACS

This study aims to determine and examine the design of motifs, manufacturing techniques, themes, and the impact of using *Sawung Patok* batik as the identity of the State Civil Apparatus in Serang City Government as it has been determined that *Sawung Patok* batik as one of the typical batik motifs of the Serang City area by the Serang City Government and its function as the official uniform of the Serang City Government. This research uses a qualitative descriptive research method approach. Data collection techniques obtained from observation, interviews, and documentation. The research instrument was the researcher himself with the validity of the data using triangulation of observation guidelines, interview guidelines, and documentation guidelines. The data analysis technique consisted of data analysis, presentation and interpretation of qualitative descriptive data. The results of this study indicate that: 1) The description of the analysis of the design of the Sawung Patok batik motif using natural form elements, namely Ayam Jago Putih. Description of the *Sawung Patok* batik making technique, namely the stamped batik technique 2) Use of myths and folklore Sambung Ayam between Sultan Maulana Hasannudin and Prabu Pucuk as the *Sawung Patok* batik motif design idea or theme 3) The impact of using *Sawung Patok* batik by State Civil Apparatus in the City Government Serang which can develop Serang City's creative economic sector.

Key Words: Motifs, Characteristic, Batik Sawung Patok, State Civil Apparatus, Serang City.