

## **ABSTRACT**

### **BESUREK EXPLORATION MOTIF IN FASHION DESIGN MEN'S MUSLIM DIGITAL PRINTING USING TECHNIQUES**

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Muslim clothing in Indonesia has grown in recent years. Some of the factors that led to developing were the advancement of information technology, the continued increase in demand for Muslim clothing, the emergence of youth youth migrants, frequent bazaars and Muslim fashion shows and other activities. In addition, the application of trends and cultural elements has made the design of Muslim fashion much more dynamic, especially Muslim men's clothing.

According to Fatih Indonesia's CEO, Fahmi Hendrawan (2018) In 2018, Muslim men's clothing has developed in koko clothing with more courageous exploration ranging from color, pattern styling to bolder cutting. Indonesia is planned to become the world's Muslim fashion mecca in 2020, this is planned by the Indonesian Islamic Fashion Consortium (IIFC) (Ministry of Trade, 2015: 4). With the aim of being the world's Muslim fashion center proclaimed in 2020, practically Indonesia should have become a reference for global Season fashion trends, if you want to be seen as a Muslim fashion center for other countries in the world. To become a fashion mecca, Indonesia certainly must have its own trend that has distinctive characteristics and character.

**Keyword:** Motif *Besurek*, Busana Muslim Pria, *Digital Printing*