

ABSTRACT

EXPLORATION OF SIMETRY PATTERN MOTIF USING SUNDA SCRIPT FOR FASHION PRODUCT APPLICATION

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The existence of motifs in fashion is continuously needed as well as the development of processing repetition patterns. The symmetry pattern technique, which is the basic technique of repetition pattern, can be used in creating a variety of new pattern creations. In previous studies, the processing of the symmetric pattern technique has been carried out using Latin script as the basic module; this is due to the asymmetrical shape of the Latin script to create various forms of symmetry patterns. However, utilizing local elements such as Sundanese script in the processing of symmetrical motifs utilizing local elements such as Sundanese script in the processing of symmetrical motifs can provide a new alternative to creating motifs. It is also based on the Sundanese script, which also has an asymmetrical shape so that it is well processed in making motifs with symmetric repetition techniques. This study aims to produce variations of repetition pattern motifs from the form of Sundanese script using the symmetric pattern technique which is then applied to fashion products.

The method used in this research is a qualitative method by conducting a literature study on the pattern of repetition of symmetry and Sundanese script, visual analysis of the shape of the Sundanese script, and digital exploration of the form of the Sundanese script by utilizing four basic repetition techniques in linear symmetry patterns.

From the results of the initial, advanced, final and selected explorations that have been carried out, the processing of motifs in this study raises the design concept with geometric primitive styling entitled "BASAJAN" by producing five compositions of Sundanese script motifs with linear symmetry pattern techniques applied to strap shoulder bag products and belt.

Keywords : Geometric, Motif, Pattern, Primitive, Script, Sundanese.