

## **ABSTRACT**

### **UTILIZATION OF CARTON AS A BLOCK-PRINTING PLATE ON MENSWEAR**

By

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*Cardboard is commonly used in the industrial sector, it can be used as a packaging to billboards because it is practical and economical. The types of cardboard commonly used are folding cardboard, solid fiberboard, and corrugated. Cardboard has potential in the craft sector, such as block-printing plate. From the innovation of batik craftsmen, Nurohmad who used cardboard as a batik plate for the production of large cloth. This research uses qualitative methods in the form of literature study, interviews and observations regarding the processing and development of block-printing plates, as well as experimental development of paperboard packaging as block-printing plates. From the potential of Nurohmad's batik plates, the final result of this research will make block-printing cardboard printing plates for the production of menswear clothing. This goal can be seen from the lack of designers and block-printing craftsmen on fabrics, as well as menswear clothing that does not dominate the fashion industry because it is limited by the masculine style, one of which is the use of excessive ornaments which is considered weak. Menswear clothing can develop more freely in the use of ornaments in clothing. So block-printing has the potential as a decoration in menswear clothing.*

*Keywords: Cardboard packaging, Block-printing plate, Block-printing, ready-to-wear deluxe, Menswear.*