

ABSTRACT

DEVELOPMENT OF MOTIF IN RING-SLING INSPIRED FROM LASEM BATIK SLING

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Baby carrier products are growing rapidly in line with the needs, diversity of mother's activities, and technological developments. The need to carry mothers to increase attachment to children, and help mothers in carrying out daily activities. The Covid-19 pandemic has made the dominant activity carried out at home, thus affecting the needs of mothers in carrying children. The available sling products include jarik, ring-sling, stretch warps, to soft structure carriers. The purpose of this research is to find out which maternity products are suitable for the needs of mothers and children today, both in terms of types, materials, and motifs based on existing problems. The motif that will be applied to the product is a development motif inspired by Lasem's carrying batik, namely the tree of life and fauna motif as a continuation of previous research, as well as to produce variations of new motifs, especially in maternity products. There are several things that can be developed further in this research from previous research, such as the type of product, the use of materials, and the technique of applying motifs according to the problems, potential, and existing market interests. The research method used is qualitative and quantitative, namely by searching for data through literature studies, interviews, observations, questionnaires, and exploration. To solve the existing problems, ring-sling product is made from natural fibers that is comfortable to use, with a batik pattern that is the result of the development of the tree of life and fauna sling batik motif which is applied using the stamped batik technique as a traditional impression.

Keywords: Batik, Covid19, Lasem, Motif, Ring-Sling, Sling.