

## **ABSTRACT**

### ***EXPLORATION MOTIF USING BATIK LASEM MOTIF PATTERN FOR BABY BLANKET APPLICATION IN NEW NORMAL ERA***

By

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*The COVID-19 pandemic has an impact on various aspects, one of which is raising concerns about visiting public facilities during the pandemic. There are several groups that must continue to visit public facilities to fulfill their obligations, one of which is infants who are still required to meet the immunization and vaccine schedules on a regular basis. Based on this, it is necessary to have products that can support protection efforts during the pandemic and the new normal for babies, because the use of masks and face shields is not recommended for children under the age of two. Therefore, online observations were made and the results showed that baby blanket products could potentially be used as protection products for babies when doing activities outside the home. The results of these online observations also rarely found the use of traditional motifs in baby blanket products.*

*The research method used in this research is qualitative and quantitative research methods. This method is carried out by collecting in-depth analytical data such as literature studies, online observations on several brands that sell similar products, as well as interviews with babywearing consultants and distributing questionnaires to pregnant women and mothers with toddlers.*

*The final result of this research is the preparation of new motifs inspired by the batik motif of carrying lasem, the tree of life and fauna with a more modern style and color composition. The results of the motif processing will be applied to versatile blanket innovation products that can be used during the Covid 19 pandemic and adapted to the concept and target market of the product. The use of 100% organic material that is comfortable and does not cause allergies to baby's skin and the main material is not easy to absorb splashes of water or is water repellent so that it can be used when traveling out of the house during the pandemic and new normal. In addition to creating innovative mother and child products with traditional motifs during the pandemic, this study also aims to continue the previous research conducted by Yuki Kireina.*

**Keywords: Batik, Covid-19, Motif, Baby Blanket, Lasem**