

ABSTRACT

THE APPLICATION OF MOTIF WITH KAMASAN PUPPET PAINTING AS THE INSPIRATION FOR FASHION PRODUCT SOUVENIRS

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Kamasan puppet painting is the oldest painting craft originated from Kamasan Village, Klungkung Regency. Kamasan's puppet paintings have many stories as the themes, such as Ramayana, Mahabharata, Ni Diah Tantri, and Pan Brayut stories which full of life lessons. At the beginning of its appearance, Kamasan puppet paintings were used as symbols for religious ceremonies and temple decorations. In this century, the development had an influence on Kamasan puppet paintings which began to be adapted into souvenir products. There are several variations of Kamasan puppet painting souvenir products that have been developed into fashion products, but the overall products are accessories made from bamboo. The technique is limited to weaving technique by combining painting techniques in its application. The color and design composition of Kamasan Puppet Paintings are used as a reference for the souvenir products. There is an opportunity to develop Kamasan puppet painting souvenirs into fashion products by applying different techniques, materials, and colors. The purpose of this research is to offer different variations of Kamasan puppet painting souvenirs by developing composition, color and technique. This research is a qualitative research using data collection methods, including literature studies based on scientific journals and final assignments, questionnaires, interviews, observations, and exploration. The final result of this research is a fashion product souvenir design, specifically are dress, outer, and tote bag with the application of Kamasan puppet painting as a motif which is expected to introduce and provide insight about Kamasan puppet painting.

Keyword: Kamasan Puppet Painting, Souvenir, Fashion Product.