

ABSTRACT
**UTILIZATION OF SOLID WASTE RUBBER IN CAR TIRES AS
ALTERNATIVE MATERIALS FOR BLOCK PRINTING PLATE**

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The block printing technique or commonly known as the block printing technique is a type of printing technique on textiles, using wooden blocks engraved with motifs, which are then repeatedly pressed onto the fabric surface. The development of block printing techniques is increasingly diverse with the times, one of which is the use of alternative materials. Vehicles as a means of transportation have become a necessity for people in big cities, both private vehicles used for daily life. Tires are an important part of the vehicle, which is used to move the vehicle from one place to another. demand for vehicle tires is increasing, especially for the prohibition of high-performance vehicles. Increased demand for production can have a good impact on the economy and bad for the environment, because of the total production ban only a small part of the volume is used for driving and the rest of the waste. Tires that have been used are not biodegradable, therefore the short term solution so far is to stockpile the tires. Therefore, there is potential to use waste rubber vehicle tires as an innovation, especially in the craft sector, such as utilizing waste tire rubber as an alternative material for block printing plates. The purpose of this research is to produce block printing plates with alternative materials for vehicle tire rubber waste, as well as its application to fashion products from the use of rubber tires from vehicles as an alternative material for block printing plates. This study uses qualitative research methods with data collection methods, namely literature study, observation, interviews, and exploration.

Keywords: *Block printing, Vehicle Tires, Printing Plate*