

## **ABSTRACT**

Football is the most popular sport in the world, especially in Indonesia. Football is not only a sport but also a lifestyle and is attached to society. Pekalongan, a city located on the northern coast of the island of Java, is famous for Batik which has become a world heritage from Indonesia and is a hallmark of Indonesian culture. The Jlamprang Batik motif is a typical Pekalongan batik motif and can be used as the identity of the Persip Pekalongan team. Merchandise is very important for football fans because it is the identity of supporters of a football team. Waist bag is one type of bag product whose use is very appropriate to be used as supporters merchandise, due to the activities of supporters who have high mobility when they will support and support the team. With the creation of this waist bag product, it becomes a solution for supporters and creates added value and becomes a source of pride for supporters to support the team. In this design, the researcher Implemented Jlamprang Batik Aesthetics in Waist Bag Product Design for Persip Pekalongan Supporters Merchandise. This research is a type of Mix Method Research with a SCAMPER approach. The result of this research is a waist bag product for Persip Pekalongan supporters.

Keywords : Waist Bag, Merchandise, Jlamprang's Batik, Persip Pekalongan