

ABSTRACT

DEVELOPMENT OF EMBROIDERY MOTIF WITH INSPIRATION OF BATIK TULIS KELAYANG INDONESIA ON LEISURE WEAR

by

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Bangka Belitung Province is known as the largest tin producer in Indonesia. However, currently the amount of production is decreasing, so that tin is no longer the main income of the local government, this has made Belitung begin to focus on tourism services with the hope that the creative economy in the tourism sector will become the main income sector. The Creative Economy Agency (BEKRAF) placed a group of Innovative and Creative Nusantara Collaboration researchers (IKKON) in Belitung with the aim of creating a conducive creative economy. In an effort to develop the creative economy, IKKON formed the Kelayang Indonesia brand to bridge and accommodate Belitung craftsmen to reach a wider market . Kelayang Indonesia has products that have not been developed much due to the limited ability of batik craftsmen in Belitung. The product is Kelayang Indonesian batik Tulis. Batik Tulis Kelayang Indonesia has assets of flora motifs that have the potential to be developed using other techniques. Embroidery technique is a technique that is often applied to everyday clothing, floral motifs are usually often applied to embroidery techniques. By using qualitative methods, namely literature study, observation, interviews and exploration of textile motifs and techniques. The development of Indonesian Kelayang batik motif assets using embroidery techniques can provide a novelty in the application of motifs to Kelayang Indonesia's leisure wear clothing.

Key Words : IKKON, Kelayang Indonesia, Batik Tulis, Bordir, Leisure wear