

ABSTRACT

THE DEVELOPMENT OF SURFACE TEXTILE DESIGN ON BATIK BRUSH KALA PATTERN FABRIC BY KELAYANG INDONESIA WITH HAND EMBROIDERY TECHNIQUES

By

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Belitung Regency is known as a large producer of tin and ceramics in Indonesia, however, since 2012 the industry has experienced a decline. The Belitung Regency Government found natural resources (SDA) and human resources (HR) that have the potential, so that the main income sector of Belitung shifts from tin to the creative economy. To respond to this, the Creative Economy Agency (Bekraf) created the IKKON or Innovative and Creative program through the Nusantara Collaboration in Belitung with the aim of developing existing potentials based on limitations. As a sustainable form of the creative ecosystem of IKKON Belitung in 2018, a fashion brand named Kelayang Indonesia was created. Kelayang Indonesia has the Kala pattern brushed batik cloth as the best product and allows it to be made due to the limitations of the craftsmen or adjusting the abilities of Belitung craftsmen, so that until now they are still focusing on developing pattern and dyeing colors. So that there is potential to develop a Kala pattern brushed batik fabric using hand embroidery techniques, taking into account the Belitung craftsmen. This research method is a qualitative method with data collection techniques including literature studies (using books, journals, articles, and final assignments), interviews, observations, and explorations. The results of this final project are sheets of cloth and leisure wear products that have been given hand embroidery techniques on a Kala pattern brushed batik, using stitching and bullion stitches, monochromatic colors, kenaf yarn, which are arranged in repetition with consideration of the limitations of Belitung craftsmen and the identity brand of Kelayang Indonesia.

Keywords: Kelayang Indonesia, Batik Brush Kala Pattern, Hand Embroidery Techniques.