

ABSTRACT

DESIGNING CRAFT KIT BY APPLYING BATIK PRINTING TECHNIQUE ON TEXTILE FOR EARLY AGE CHILDREN

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Indonesia ranks among the lowest, to be precise the tenth lowest countries in the world in terms of literacy. This is, in part due to one of the basic literacy namely perceiving and drawing literacy has not received sufficient attention, henceforth not enough actions are in place for this type of literacy to flourish. This specific literacy actually can be enhanced through learning medium in the form of crafts. The development of a more creative learning medium is one of the objectives of this research which is development of learning medium in order to enhance perceiving and drawing literacy through the use of craft kits. This research is carried out using qualitative research methods while data gathering is done through study of literature specifically on theory of literacy, crafting, craft kits, batik techniques, child development, etc which are closely related to the research needs. Another method extensively used in this research is observation. Observations are done to a number of craft kit brands both online through social media and official websites and on-site visits to a number of outlets like Books & Beyond, Gramedia, as well as Toys Kingdom. Data are also gathered by interviews with a number of experts namely Mrs. Devi Arifiani Azhar, the founder of Komunitas Familia Kreativa, Mrs. Dewi Utama Faizah, an literacy expert, Mrs. Nia, brand owner of Kotak Main Mainan, and Mr. Doddie K Permana, an innovator of cold wax Batik. Lastly, this research is using exploration techniques in several stages, one of which is exploration of cold wax materials and colors, exploration of Batik painting techniques, explorations of frames and exploration of visuals of motives and variety of accessories. Other supporting materials added to the kit consist of chalk, brush, pallet, and sheets of paper containing information and manual instructions of this craft kit. This craft kit can be an answer to the challenge on how to increase perceiving and drawing literacy for underage children.

Keywords: batik, cold wax, craft kit, literacy ability