

ABSTRACT

MOTIF DESIGN USING A MODULAR SYSTEM FOR LORI SMES APPLIED TO FASHION ACCESSORIES WITH BANYUWANGI BATIK INSPIRATION

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This research focuses on the application of a modular system for fashion accessories at UKM LORI (Laras Ornament Indonesia) which requires design development using batik inspiration in collections to create new design variations. The method used in this research is qualitative by collecting literature study data, field observations in LORI SMEs, interviews with LORI SMEs owners, and experimental development of Banyuwangi batik motifs, and applied to fashion accessories using metal materials. The results of this study are necklace accessories products with the application of a modular system, using Banyuwangi batik inspiration in its design. The results of this product can be used as inspiration in the development of various accessories designs in LORI SMEs to reach new target markets for these SMEs.

Keywords: Motif, Lori UKM, Modular System, Batik Banyuwangi