

ABSTRACT

DESIGNING MOTIFS WITH INSPIRATION BATIK MOTIF GARUTAN ‘CUPAT MANGGU’ WITH DIGITAL PRINTING TECHNIQUES TO BE APPLIED TO WOMEN’S PRE-WEDDING FASHION

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Currently taking pre-wedding photos by every prospective bride and groom, has become one of the wedding needs that must be prepared. Although pre-wedding photos are not an obligation at a wedding, many people think that pre-wedding photos are as important as preparing for a wedding reception. One of the most popular pre-wedding photo themes is the modern traditional theme. The method in this study is qualitative, with data collection techniques namely literature study, observation, interviews, and exploration. Based on the author's observations through social media at major photo agencies such as Polar Photography, NSNMT, and stylish pre-wedding Rumi Siddharta, it shows that of the many choices of themes for pre-wedding, the strongest and always used theme is the modern traditional pre-wedding theme. . Sundanese culture is one of the modern traditional themes that is widely used as a pre-wedding theme. The author sees the opportunity for Priangan batik motifs to be used as inspiration in their work, because they are freer, and not bound by certain 'rules'. From the many Priangan batik motifs, the author takes inspiration from the Garutan batik motif because it has a more modern motif character. One of them is the Garutan Cupat Manggu motif to be used as inspiration in making motifs because it has a good philosophy for new couples. The output of this research is to create a new composition motif inspired by the Garutan Cupat Manggu motif using a digital printing technique which is then applied to women's pre-wedding clothing (ready-to-wear).

Keywords: *Motif, Garutan Batik, Cupat Manggu, Pre-Wedding*