

ABSTRACT

DEVELOPMENT OF BATIK BAKARAN PATTERN FOR 'KAIN PANJANG' PRODUCT AT UMKM BU SUTAR BATIK TULIS BAKARAN

By

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Pati Regency, Central Java has a written batik center which located in Bakaran Village. Hand-written batik here is known as 'Batik Bakaran'. The characteristics of the motifs are the intricate isen-isen, blebak that made from the cracking wax, and their brownish-black dominant color. UMKM Bu Sutar Batik Tulis Bakaran is one of the local artisan which since 1990 has been producing classic batik using the similar designs to the ancestral heritage patterns. Meanwhile, other UMKM have developed their own batik designs by the encouragement of the local government which has had impact on their existence and market expansion. In other side, the trend of 'Berkain' movement which invites people to use traditional Indonesian cloth on daily use has increase the demand for 'kain panjang' products. The purpose of this research is to create the design characteristics of batik Bakaran UMKM Bu Sutar Batik Tulis Bakaran through the development of stylization and motif composition so that it has more appeal to be applied to 'kain panjang' products. The research method used is qualitative through literature studies, observations and interviews with local artisans and Bakaran government, as well as exploring the motif. The result of the research is a motif design development by the help of SCAMPER method on composition making so it is in line with trend but still according to the characteristics that suitable for UMKM Bu Sutar Batik Tulis Bakaran. The design result will be applied to 'kain panjang' products using written batik techniques.

Keywords : Batik Bakaran, Hand-written Batik, Motif Development