

## **ABSTRACT**

### **DEVELOPMENT OF BATIK TULIS BAKARAN PATTERN AS A SARONG PRODUCT FOR UMKM BU SUTAR BATIK TULIS BAKARAN**

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The handmade batik industry in Bakaran Village, located in one of the districts of Central Java, dates to the 14th century. Several local UMKM in Bakaran Village have developed motifs that have been noticed by the local government and have a good impact on UMKM because they have characteristics. However, one of the UMKM, Bu Sutar Batik Tulis Bakaran, has yet to develop a motif. One of their products is sarong cloth, and adding a variety of motifs to the product can help overcome the increasingly vibrant trend of sarong cloth, as well as introduce Bakaran batik to the public. Therefore, to solve this problem, a qualitative approach that includes observations, interviews, and literature studies, as well as exploring by processing the stilation and composition of motifs on one of the sarong products inspired by the batik bakaran Padas Gempal motif, which is assisted by the SCAMPER technique in its composition. Thus, the result of this research inspired by the batik Bakaran motif Padas Gempal is used to create a characteristic motif on a sarong. This motif was created on one sarong measuring 220 cm x 120 cm and made using the square repeat, reflection, and transformation techniques. In addition, not too many compositional changes were made by clarifying the composition structure of the sarong for Bu Sutar's UMKM Batik Tulis Bakaran.

Keywords: Development Pattern, Batik Tulis Bakaran, UMKM, Sarong.