

ABSTRACT

CONTEMPORARY BATIK DESIGN WITH POP ART VISUAL STYLE INSPIRED FROM ATHENA

By:

ZAHWA FANI GUNAWAN

NIM: 1605193015

(Craft Textile and Fashion Study Program)

Contemporary batik is the novelty of creation with the aim of satisfying the tastes of the people, connoisseurs and consumers. One of the visual styles that people can enjoy today is the visual style of pop art, and this visual style of pop art is in line with contemporary batik style. The similarities of contemporary pop art and batik are the same – breaking down of existing pakemes and free visualizations without rules. Then the selection of motif inspiration was taken from the legend of the goddess Athena. This study is based on qualitative methods with a motive design approach and data collection techniques in the form of literature studies, interviews, observations, visual studies, and exploration. The purpose of the study was to produce a new contemporary batik motif with a pop art visual style inspired by the Legend of the Goddess of Athens. The result of this study is the visual novelty in contemporary batik motifs with the inspiration of the goddess Athena using popart visual style with the final result of a sheet of cloth.

Keywords: Pattern, Contemporary Batik, Pop Art, Athena