

## **ABSTRACT**

### ***DESIGNING CONTEMPORARY BATIK MOTIF USING DOODLE ART VISUAL STYLE WITH LUNTUR GUNUNG BIRD INSPIRATION***

By

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*Batik, both in terms of aesthetics, technology and function, has now kept up with the times through the emergence of various contemporary batik motifs. The development of batik through the emergence of a variety of contemporary batik motifs has also had an impact on increasing interest among young people in using batik due to the phenomenon of “berkain” that has developed recently. One of the interesting visual styles for teenagers is doodle art. In line with the development of contemporary batik varieties and the increasing interest in using batik among teenagers, the authors see an opportunity to add to the repertoire of contemporary batik motifs with local content, regarding native Indonesian animals such as the Luntur Gunung Bird. This research is a curiosity using qualitative research methods, that are primary and secondary data. The output of this research is contemporary batik motifs with doodle art visual styling, batik fabric sheets, and batik stamps.*

*Keywords: Design, Contemporary Batik Motif, Doodle Art, Luntur Gunung Bird*