

ABSTRACT

ADAPTATION OF BATIK SERAT KAYU PATTERN USING DIGITAL PRINTING AND EMBROIDERY ON CLOTHES

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Technological advances that are growing so rapidly require people to be more creative in their work, such as placing various kinds of decorative techniques in creating a motif or commonly called a mix technique. One example is by combining digital printing and embroidery techniques. This mix technique of digital printing and embroidery techniques could be used in adapting a traditional motif, namely batik serat kayu motifs which visually have two different types of motifs, abstract line motifs as backgrounds and large motifs in the form of florals. Batik serat kayu is one type of traditional art from Madura, precisely in Pamekasan. The uniqueness of this batik serat kayu batik motif lies in its abstract background motif resembling wood fiber. This research using qualitative methods, by making observations, interviews, collecting data in literature, and exploration. The results of this study are in the form of the application of digital printing and embroidery techniques on fashion products with the adaptation of batik serat kayu motifs with the aim of maximizing the representation of the visual potential of batik serat kayu motifs applied to fashion products. It was found that the exploration of tafeta bridal material was considered suitable for a combination of digital printing and embroidery techniques, digital printing techniques were used as abstract background motifs while embroidery techniques were used for large and firm florals motifs. Then in fashion design by utilizing the results of motif adaptation with mix techniques, initially the wood grain background motif is made digitally and then printed on fabric to strengthen the shape of the fashion pattern then, embroidered based on the pattern placement design by considering the shapes in the fashion pattern so that the results are appropriate and maximal.

Keyword: Batik Serat Kayu Motifs, Digital Printing, Embroidery, Fashion.