

ABSTRACT

DEVELOPMENT OF BATIK CARRIER MOTIFS FOR UMKM BU SUTAR BATIK TULIS BAKARAN

By

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Batik Bakaran is a batik craft art from Pati Regency that has existed since the 14th century AD. Even though it originates from the coast, the motif resembles palace batik with the typical "sogan charred" color. One of the UMKM that produces Bakaran batik is UMKM Bu Sutar Batik Tulis Bakaran which still produces Classic Bakaran batik. In contrast to UMKM Bu Sutar, other UMKM have developed motifs so that their products are better known to the public and receive attention from the government. One of Bu Sutar products is a sling which is made when there is an order from the local community. It is known that traditional batik sling products are starting to be abandoned because people no longer know their philosophical meaning and they are less ergonomic. Even though currently carrying activities are still carried out in line with research carrying activities provide positive benefits for mothers and children. The development of sling products with a variety of motifs and features could be an opportunity for UMKM Bu Sutar to innovate in developing their products. To answer this problem, qualitative research was carried out through observation, interviews, literature study, design analysis, and exploration. This research applies the SCAMPER method to develop the motif, composition, and application of the product. The Kawung, Merak, Kipas, Tumpal, and Blebak ornaments that Mrs. Sutar usually makes were developed into new motif compositions using reflections, rotations, and the brick-repeat method applied to ringsling products.

Keywords: Pattern Development, Batik Tulis Bakaran, UMKM, Sling