

ABSTRACT

Garutan batik is a valuable asset for the people of Garut. Garutan Batik is included in commoner batik which grows and develops among ordinary people. Basically, the typical motifs of Garutan batik have been around since ancient times, but as time goes by and there are many innovations related to motifs, these typical motifs have begun to be forgotten by society, especially if these typical motifs are explored more deeply, they contain philosophical meanings and values. . Therefore, a new innovation is needed with the aim of cultural revitalization, namely by applying one of the typical motifs to fashion accessories using vetiver as one of Garut's typical crafts. This research uses a design approach as problem solving by looking at and studying phenomena that occur in society and will focus on the problems to be solved and uses the double diamond as a research and design framework. Data collection techniques include observation and interviews. Data analysis uses semiotic analysis to explore the meaning and philosophy contained in these motifs, then uses ATUMICS analysis as a design method. The results of this research are fashion accessory product innovations that implement the Sidomukti Garut motif. It is hoped that this design will have an impact on the people of Garut, namely bringing back the typical motifs of Garutan batik as well as the values and philosophy contained therein.

Keywords : *Vetiver, Fashion Accessories, ATUMICS, Garutan Batik, Motifs, Semiotics*