

ABSTRACT

The decorative motifs of Coastal Batik are greatly influenced by various archipelago regions and abroad. The combination of foreign culture with local culture causes a combination of ornamental varieties in the Coastal Batik motif, but this combination does not escape the symbolic meaning. Along with the times, Batik Pesisir has experienced a shift in purpose to meet market interest so batik motifs that previously contained meaning are now fading. The young generation as a potential market has a big role in preserving the meaning of batik motifs so that the existence of values in Coastal Batik is not eroded. This research uses descriptive qualitative methods with observation, interviews, and literature study as data collection methods. The collected data were analyzed using descriptive analysis, comparative matrix analysis, visual analysis, and triangulation to find conclusions that can be applied to information media as an introduction to the meaning of Coastal Batik motifs. The ornamental variety of batik motifs is poured in the form of illustrations to increase the visual understanding of the audience, so the illustration book is designed as an information media to introduce the meaning of the ornamental variety in the Coastal Batik motif.

Keyword: *Batik Pesisir, Motif Meaning, Illustration*