

ABSTRACT

PENGEMBANGAN DESAIN MOTIF PADA PRODUK RAJUT KAMPOENG RADJOET

By

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Kampoeng Radjoet is one of the knitting communities in the binong jati knitting industry center. Kampoeng Radjoet produces various types of knitting products, but based on the results of interviews, Kampoeng Radjoet does not have its own characteristic motifs. There is no differentiation of motifs in knitting products because the designs on the products are more adapted to observing and imitating techniques, not with modifications. This research aims to create motifs and apply them to Kampoeng Radjoet products so that they have differentiation and characteristics. The research used a qualitative method with a design thinking approach. Data was collected through interviews, observations, literature studies and questionnaires. The data is selected and processed into a design and in reviewing and compiling it, the design thinking method is used through 5 stages, namely empathize, define, ideate, prototype and test. The results of the study explain the stages in the design and development of motifs and knitting products with the application of motifs. Thus, Kampoeng Radjoet has its own characteristic motif.

Keywords: Pattern Design, Knitting Products, Binong Plants, Kampoeng Radjoet