

ABSTRACT

DESIGNING EXCLUSIVE MERCHANDISE PRODUCTS WITH MOTIF INSPIRATION OF LENTERA MIMPI COMMUNITY CHILDREN'S DRAWING USING BLOCK PRINTING TECHNIQUES

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The Lentera Mimpi Community stands with a deep concern for the education of local children who are not yet proficient and declining motivation to learn. The activities within this community are made possible thanks to the support of donators. The role of these donators is crucial, and the community aims to reach a broader audience to increase awareness about the Lentera Mimpi Community. One way to achieve this need is by creating exclusive merchandise products. To better convey the community's identity, children's drawing have the potential to be developed into visual motifs. For implementation, block printing is chosen to achieve an exclusive impression and to showcase that these are their own works. This research is a problem-based study utilizing qualitative research methods, including literature reviews from various sources, interviews with founders, observations of the Lentera Mimpi Community, and exploration of motif design and product composition. Through the design of exclusive merchandise products, it is hoped that the Lentera Mimpi Community will become more widely known and reach more people, attracting potential new donators to support the development of the children in their care.

Keywords: block printing, community, exclusive merchandise, motif inspiration