

## ABSTRACT

### EXPLORING MARUNDA'S BATIK MOTIFS FOR KIDS WITH THE INSPIRATION OF PITUNG'S HOUSE ORNAMENTS

BY

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*Jakarta has a variety of MSMEs engaged in the production of batik cloth, one of which is Batik Marunda, North Jakarta. Batik Marunda produces batik fabrics and batik clothes for adult. Based on the results of observations that have been made on the Batik Marunda social media page and the Batik Marunda production site, the products sold by Batik Marunda are batik fabrics and adult clothing products. Batik Marunda uses a lot of motif inspiration from flora, fauna, culture, architecture, and the environment circumstances around Batik Marunda, with simple illustration styles such as outlines and simple details. The type of batik motifs composition used by Batik Marunda is the one-step repetition technique and single motif with dark base color characteristics such as black, navy combined with bright object colors such as red, yellow and so on. Based on interviews conducted with Mrs. Irmanita as the person in charge of Batik Marunda, that Batik Marunda does not yet have batik motifs and batik clothing products for kids. So it is concluded that the current need of Batik Marunda is the production of batik products for kids. Based on the results of the visual analysis that has been carried out, Batik Marunda has produced batik with the architectural motif of the Pitung's house. Pitung's house is a Betawi cultural heritage place located in the Marunda, North Jakarta. Therefore, the ornaments of Pitung's house has the potential to be numbered.*

*Keywords : Batik Marunda, Batik for Kids, Pitung's House*