

ABSTRACT

APPLICATION OF DECORATIVE ELEMENTS WITH INSPIRATION FROM BATIK KETUPAT MANGROVE MOTIF USING EMBROIDERY TECHNIQUE ON MODEST WEAR CLOTHING

By

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Modest wear has become a popular fashion style in various countries with Muslim communities, including Indonesia. The increasing interest in modest wear has encouraged designers to launch modest wear collections inspired by traditional motifs applied using embroidery techniques. There is one traditional motif that is unique because it uses ketupat as the main ornament, namely the Ketupat Mangrove batik. Ketupat Mangrove Batik is a batik that is produced on a limited basis during the month of Ramadan. This batik has the potential to be applied as a decorative element in modest wear clothing using embroidery techniques, adding aesthetic value to clothing. The aim of this research is to develop decorative elements in modest wear clothing with inspiration from the Kutawaru Mangrove Ketupat batik motif and apply the Mangrove Ketupat Batik motif using embroidery techniques as decorative elements in modest wear clothing. This research uses qualitative methods by collecting data through literature study, observation, interviews and exploration. The final result of the exploration in this research is to adapt a motif inspired by the Ketupat Mangrove Batik motif, composed based on the results of comparative brand analysis and shape in fashion design, then applied as a decorative element in a modern feminine romantic style modest wear fashion collection consisting of 3 looks, namely dress, one set (blouse with skirt), and one set (tunic with trousers) using manual embroidery techniques.

Keywords : *Modest Wear, Batik Ketupat Mangrove Motif, Embroidery, Decorative Elements.*