

ABSTRACT
DESIGNING A BETAWI ENCIM KEBAYA WITH INSPIRATION
FROM THE BETAWI TEROGONG BATIK MOTIF USING
EMBROIDERY TECHNIQUE

by

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Kebaya encim is the result of the acculturation of Betawi and Chinese cultures that symbolizes the identity of Indonesian women. One of its characteristics is that it has a tapered cut at the front (Sonday) with flower-shaped embroidery. Over time, kebaya encim began to use ondel-ondel motifs as well as Betawi cultural elements in the embroidery but the application was still very simple. Therefore, this research aims to bring back the richness of Betawi culture through the application of Betawi Batik motifs into the design of kebaya encim with embroidery techniques. One of the batik motifs that will be studied more deeply is the Terogong batik motif which depicts visuals of Betawi cultural heritage such as ondel-ondel, buah cermai and tanjidor. The data collection method in this research is taken through literature study, interviews, design exploration, and online observation of local kebaya brands. Hopefully, the result of this design can be an alternative encim kebaya design with more character and strengthen Betawi cultural identity in the midst of modern fashion development.

Keywords: *Batik Betawi Terogong, Embroidery, Kebaya Encim, Betawi Cultural Motifs, Traditional Fashion Desig.*