

ABSTRACT

THE DEVELOPMENT OF MOTIF DESIGNS WITH CONTEMPORARY STYLING IN KAMPOENG RADJOET BINONG JATI KNITTED CLOTHING PRODUCTS

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Kampoeng Radjoet Binong Jati is a tourism destination in Bandung that has grown since 1965 as a central hub for the knitting industry. This village produces various kinds of knitting products. Based on the interview results, the development of motif designs on knitting products is still limited and does not have a strong identity. Therefore, this study aims to develop a motif design inspired by the typical icon of Kampoeng Radjoet Binong Jati by applying motif composition to a contemporary style, thereby strengthening the identity and characteristics. The development was carried out by applying a composition of contemporary styling motifs through the tossed orientation method. The research method used is qualitative with data collection techniques through observation, interviews, literature studies, and design exploration. The results of the study showed the creation of new motifs using a computer knitting machine, then applied to knitted clothing products with two motif compositions. With the development of this motif, it can meet the needs of Kampoeng Radjoet Binong Jati partners, through more varied design innovations. This study develops motifs from previous studies that use repetitive compositions, by presenting alternative contemporary styling on knitted fashion products that produce a more dynamic arrangement of elements.

Keywords: motif development, contemporary styling, computer knitting, Kampoeng Radjoet Binong Jati.