

ABSTRACT

DEVELOPMENT OF DIGITAL JAWA HOKOKAI MOTIFS ON KIMONO FOR MODEST FASHION

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Batik is a rich cultural heritage of Indonesia, characterized by its motifs, philosophy, and uniqueness. One example is the Jawa Hokokai batik, which is a result of the acculturation between Japanese and Indonesian cultures. Essentially, Jawa Hokokai batik has specific distinguishing features, such as the presence of cherry blossom, chrysanthemum, butterfly motifs, as well as the Pagi-Sore and Susomoyo patterns. In addition to motifs, the influence of Japanese culture in Indonesia is also evident in the use of kimono garments, which are often combined with batik or other traditional motifs. Jawa Hokokai batik is known for its high level of complexity, requiring a significant amount of time for production. Therefore, there is an opportunity to develop Jawa Hokokai motifs using digital printing techniques, as this can facilitate the production process and save time. Digital printing techniques can utilize a wide range of colors at an affordable cost. The development of Jawa Hokokai motifs using digital printing will be applied to modest wear kimono garments. There are specific guidelines in modest wear, such as avoiding motifs of living creatures and maintaining a loose silhouette, which makes it suitable for application in kimono designs. Based on observations, the application of digital printing techniques in modest wear has seen a prevalence of floral motifs, indicating an opportunity to incorporate digital Jawa Hokokai motifs into modest wear kimono. The method used in this research is qualitative, involving data collection through observations, interviews, and explorations. This approach is essential for validating the data collected. The aim of this research is to develop Jawa Hokokai motifs while preserving their distinctive characteristics. The final outcome of this research will be a modest wear kimono product featuring digital Jawa Hokokai motifs.

Keywords: Batik Jawa Hokokai, Digital Printing, Fashion Modest