

ABSTRACT

VISUAL ADAPTATION OF BATIK MOTIF "YUSUPAN" TYPICAL OF CIWARINGIN WITH DIGITAL PRINTING TECHNIQUE ON MODIFIED KUTUBARU KEBAYA CLOTHING

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The trend of wearing traditional cloth with a modified kebaya kutubaru is becoming increasingly popular among the younger generation as a form of cultural expression. The kebaya kutubaru has undergone design developments, particularly in the sleeves and garment cuts, resulting in a more modern appearance without losing its traditional essence. Several local brands, such as KCJ Official, Batik Nonik, and Kartini's Label, have responded to this trend by incorporating a variety of floral motifs using batik cap (stamp batik) and digital printing techniques. This development still presents opportunities for researchers to further explore modified kebaya kutubaru using digital printing techniques. The motif inspiration is drawn from the traditional Yusupan batik of Ciwaringin, which is rich in the cultural values of Central Java and holds great potential to be developed as a decorative element in modified kebaya kutubaru designs. This study aims to design a modified kebaya kutubaru by developing variations in garment forms and applying Yusupan batik motifs through digital printing techniques as a design innovation that preserves the distinctive characteristics of the kebaya kutubaru. This research employs a qualitative methodology through literature studies, observation, exploration, and interviews. The outcome of this study is a modified kebaya kutubaru product that incorporates design variations and Yusupan batik motifs using digital printing techniques, targeted at the younger generation.

Keywords: Modified Kutubaru Kebaya, Yusupan Batik Motif, Decorative Elements.