

ABSTRACT

DESIGN OF MOTIFS INSPIRED BY TELANG FLOWERS ON ONESET KNITTING PRODUCTS FROM KAMPOENG RADJOET BINONG JATI

by

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This study examines the development of a motif design inspired by butterfly pea flowers, applied to a one-set knitted garment produced by Kampoeng Radjoet Binong Jati, Bandung. Kampoeng Radjoet Binong Jati is recognized as a long-standing center of the creative industry, particularly known for its high-quality knitted products. However, the exploration and variation of motifs in their product lines remain limited and lack a strong visual identity. In response to this issue, the study aims to develop a motif based on the butterfly pea flower to enhance the distinctive identity and visual character of Kampoeng Radjoet Binong Jati's knitted products.

This research employs a qualitative approach, utilizing data collection methods such as direct observation, interviews, literature review, and design exploration. The result is a newly developed motif applied to a one-set knitted garment using computer-based knitting techniques. The motif is presented in two selected color variations: Mint Green and Broken White. This design serves as an alternative product innovation for Kampoeng Radjoet Binong Jati and is a continuation of previous motif development specifically, the Binong motif. In this study, the motif has been further developed by incorporating elements of the butterfly pea flower into a one-set garment, marking its first application to this type of product.

Keywords: motif development, butterfly pea flower, computerized knitting, Kampoeng Radjoet Binong Jati, one set product.