

## **ABSTRACT**

### ***DEVELOPMENT OF CONTEMPORARY BATIK MOTIF DESIGN WITH KUDA RENGONG MOTIF INSPIRATION FOR NAFIRA BATIK UMKM***

by

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*This study discusses the development of contemporary motif designs, the renggong horse motif for Nafira Batik. Nafira Batik is a batik UMKM that has a reputation and has long been known as a producer of quality batik products in Sumedang Regency. However, it was found that the development of their motif designs was limited due to human resources. Therefore, this study aims to develop contemporary batik motifs inspired by the renggong horse culture of Sumedang Regency. The research method used is qualitative with data collection methods through observation, interviews, literature studies, and design exploration. The results of the analysis show that the kuda renggong motif batik can be developed into a contemporary style batik. The selection of contemporary batik cloth sheet products is because it has the potential to reach the youth market and increase product competitiveness in the wider market.*

**Keywords:** Contemporary Batik, Motive Development, Nafira Batik, Renggong Horse