

ABSTRACT

Beach is one of the preferred tourist destinations in Indonesia because Indonesia has a variety of coastal areas that can be explored. Based on TripAdvisor Indonesia, data obtained from the Best Tour of 2016 selected by the Millions Tourists with the beach category there are ten beaches, one of them is Tanjung Tinggi beach which located in Kepulauan Bangka Belitung. The beach has the potential of beauty and diversity of natural forms and has the potential to become a popular destination, but not yet widely recognized by the public. Its potential is used as inspiration in the design of works in the field of textile craft by exploring the diversity of its natural form. This research uses qualitative and experimental approach, observation is observing the phenomenon and collecting data by studying related sources to be used as reference of writing, then experiment is done by exploring motif design with inspiration from Tanjung Tinggi beach. The result of this research is motif design that expresses the beauty and diversity of natural form of Tanjung Tinggi beach.

Keyword : *diversity of natural forms, marine tourism, motif, potential, Tanjung Tinggi beach*