

## ABSTRACT

# ***THE APPLICATION OF MEGA MENDUNG MOTIF WITH HAND PAINTING AND EMBROIDERY TECHNIQUES IN FASHION PRODUCTS***

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Mega Mendung is one of Cirebon's distinctive batik motifs that has a characteristic cloud pattern and has a meaning of peace for the people of Cirebon. There are three basic values in Mega Mendung motif art, namely appearance, content, and value of presentation. In general, Mega Mendung motif is applied using painting batik or stamping batik techniques. Currently many craftsmen are implementing and developing Mega Mendung motif according to the market demand for fabric products. Besides that, the Mega Mendung motif has a potential to be applied and developed with visual requirements in accordance with the three basic values in Mega Mendung motif art. The purpose of this study was to provide alternative and varied new techniques on the application of the Mega Mendung motif and help the initial preserve effect of Mega Mendung motif for fashion products. Surface textile design technique was chosen because it can visualize in accordance with the three basic values in Mega Mendung motif art in terms of design flexibility by showing the design details and color details, besides embroidery technique becomes an additional accent that can clearance and strengthen the design.

This research is qualitative, by conducting a study of literature, observation and interviews to obtain data on the application and development of the Mega Mendung motif. The next stage is to conduct an experimental method to create textile processing. The results of this study are the processing of mega mendung motif using surface textile design technique that is applied to fashion products without changing the three basic values in the Mega Mendung motif art. It is hoped that this research can be useful for the industry of Mega Mendung batik craftsmen and designers who are inspired by the Mega Mendung motif.

*Keywords: Mega Mendung, hand painting, embroidery.*