

ABSTRACT

Satria Pratama, Dhika. 2018. Features Television Directing Kita Indonesia As Garut Handmade Batik As Local Khazanah. Final Exam. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. Bandung.

Garut Batik is one of Batik that exist in West Java, Garut. Garut Batik has a spesific character. The motif of Garut Batik carrying geometric shape as a feature of its decoration. Besides that, it also has a motif of flora and fauna. Garut Batik is a reflection of socio-cultural life, the philosophy of life and custom of the Sundanese people. However along with the times, over time decreased due to the rapidly of batik printing, nowadays most of the young generation in Garut don't know the meaning of its motif. If it is allowed, Garut Batik will increasingly decrease and can result in extinction. In daily life, media is a form to convey some information, one of them is features television. Therefore, to overcome the decline of Batik Tulis Garut, designer develop this result of this research into television program called Features Television regarding the value of aesthetic from Garut Handmade Batik which addressed to teenagers in Garut. In this features, designer will communicate the values of aesthetic from Garut Handmade Batik and the meaning that contained in the motif of Garut Handmade Batik deeply. The purpose of this design is to revitalize Garut Handmade Batik and the teenagers in Garut can preserving Garut Handmade Batik by making tv features and also can add an insight against one of Indonesian Culture.

Keywords: Batik, Garut, Handmade Batik, Features