

## **ABSTRACT**

### ***Application of Jambi Typical Motif "Angso Duo" to Women's Clothing Products***

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*Indonesia has a variety of fabric decorating techniques, one of which is a typical Jambi ceplok motif. The most popular Jambi ceplok motif, the "Angso Duo" motif which is also an icon of Kota Jambi, is a non-stranded motif between one motif and another. This motif contains a fairly deep message, namely the value of harmony and equality of gender, perseverance and patience in trying, and harmony between human beings as glorified beings. The application of the "Angso Duo" motif has only been found in formal clothing such as work uniforms and headdresses. The author sees the opportunity that this motif has the potential to be better known by the wider community by applying it to women's clothing for early adults who are active in their activities. The research method was carried out in a qualitative method, by conducting interviews with batik artisans in the Seberang Kota region and to Mrs. Soraya as the administrator of Yayasan Bina Lestari Budaya Balai Kerajinan Rakyat Jambi "Selaras Pinang Masak" to find out about market interest in the "Angso Duo" motif, doing literature study on various books and journals, made observations by visiting Jambi batik craftsmen and shops selling clothing with "Angso Duo" motifs and exploring the visual development of "Angso Duo" motifs using surface design techniques utilizing digital printing techniques. It aims to explore the motif of "Angso Duo" and apply it to semi-formal fashion products with modern packaging but still have the elements of Jambi culture so that the motif can be recognized by the wider community.*

*Keywords : Motif, "Angso Duo", Women's Clothing*