

ABSTRACT

MOTIF PATTERN DESIGN INSPIRED BY ONDEL-ONDEL FOR KIDS READY TO WEAR

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Along with the times, the development of the Betawi Ondel-ondel visual form which was initially creepy and later became more modern and lively, made the potential to cultivate the Ondel-Ondel form that can be applied to a motif on the fabric. On the other hand the introduction of culture and knowledge of Indonesian culture is very important. Therefore the researchers aim to introduce Ondel-ondel in more detail as a contemporary motif of Ready To Wear clothing for children aged 4-6 years as one of the educational media in the introduction of culture.

The research method used is in the form of a primary method of observation and exploration as well as secondary research methods, namely the study of literature. Then by using the concept of Festive Relics taken from Trendforecasting 2019/2020 in the enrichment of motifs of stylization. The motive was then applied with digital print technique into dryfit cotton material with halfdrop repetition technique.

This study produced children's ready-to-wear clothing ages 4-6 with reference to the analysis design of the target market and comparison brand as the approach method. Through the field of fashion, it is expected to increase the knowledge and love of children towards local culture and also be able to support the existence of regional culture so that it is not eroded by the times.