

## **ABSTRACT**

### ***MEN'S CLOTHING DESIGN WITH JAVANESE HOKOKAI MOTIVE INSPIRATION USING THE ZERO WASTE PATTERN***

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*Batik is one of the recalculation techniques that has existed since the time of the Majapahit kingdom which has now grown into a fashion and lifestyle of various groups. So, batik is no longer just an economic commodity and tradition. However, Supriono (2016) stated that imported batik-patterned textiles to batik piracy began to flood the domestic market. Likewise, the rapid development of the fast fashion industry at this time has an impact on the competitiveness of the production of batik motif craftsmen. One of them is the Javanese Hokokai motif. The solution that can be done is to design an effective Javanese Hokokai motif in order to compete in today's fashion industry. In addition, there is the potential to apply the Javanese Hokokai motif to men's clothing by using a zero waste pattern in order to minimize waste and can provide benefits for producers in making the use of cloth more effective. The zero waste pattern is a technique that in the process of making the pattern has been designed in such a way that it does not produce waste or fabric residue. The purpose of this study is to design men's clothing with the inspiration of the Javanese Hokokai motif using a zero waste pattern. This study uses qualitative methods with data collection techniques in the form of literature studies, interviews, observation and exploration. The final result of this research is men's clothing products with Javanese Hokokai motifs as inspiration for decorative elements that use zero waste patterns in their production.*

*Keywords: Javanese Hokokai batik, men's clothing, zero waste fashion pattern.*