

## ABSTRACT

*The rattan industry in Cirebon is the largest in Indonesia and experienced significant growth in 2001-2004 to become the center for rattan furniture and the largest exporter of rattan furniture reaching the international market. The development of the Cirebon rattan industry cannot be separated from the history and tradition of weaving in Cirebon. Rattan weaving has been a hereditary custom that reflects cultural identity and shows the ability to process and absorb foreign culture. The tradition of rattan weaving is a key element in shaping the cultural identity of the Cirebon community. Even though this industry is growing rapidly, cultural identity in woven motifs is often reduced due to international market demands. The lack of official documentation of these motifs can lead to a loss of cultural meaning and identity. The research uses design research methods with a design thinking approach. The results of the analysis of Cirebon's cultural identity as a "Cultural City" and "City of Craft Industry" show two ornaments that often appear, namely the Mega Mendung and Wadasan ornaments as typical forms of Cirebon ornaments. In the initial exploration, ornaments were distillations or simplifications of form. Questionnaires were distributed to determine the ornaments that would be explored in further exploration. The results of the questionnaire show that Mega Mendung is considered a typical Cirebon ornament. The design process involves deepening the philosophical meaning of the motif, adapting the stylization, and adjusting the motif elements for application to woven rattan. The results of applying the Mega Mendung motif to woven rattan can be said to be successful with almost 100% presentation. This research aims to strengthen Cirebon's cultural identity in the form of typical ornaments through the application of woven rattan motifs that reflect the richness of local arts and traditions.*

**Keywords:** *Rattan Woven Motifs, Cirebon Cultural Identity, Mega Mendung, Cirebon Craft Industry*