

ABSTRACT

INNOVATION OF MOTIF DESIGN AS A RECOMMENDATION FOR ASSET ENRICHMENT FOR PALEDANG BATIK VILLAGE, GARUT, WEST JAVA

By

NADIAH SALSABILA

NIM : 2601221057

Master of Design Program, School of Creative Industries

Batik is a cultural heritage that has values contained in it. However, currently the public does not yet understand the values contained in motifs Batik Garutan. On the other hand, there is also a need to design innovative new motifs which are needed by the craftsmen of Batik Paledang Village in Garut. The aim of this research is to reconstruct the philosophical values of Batik and produce a draft recommendation for motifs based on inspiration from the lives of the Garut people which can be used in the development of Batik Garutan. The method in this research uses a design approach using the concept of an innovation guiding pyramid with an aesthetic analysis method. Data collection was carried out through observation, literature study, documentation, and interviews. Based on the results of the aesthetic analysis of the visual elements of selected artifacts, it can reveal the values contained in the Batik Garutan motif and the results of the analysis can be used as material for consideration in innovating the design of the Batik Garutan motif so as to produce a draft recommendation for motif assets.

Keywords: Garutan Batik, Reconstruction, Innovation, Motif Design