

ABSTRACT

Batik is an Indonesian cultural heritage that has a philosophical meaning and rules of use should only be imposed by certain circles, but over the times to make batik growing and increasingly diverse. Each region has a special characteristic motif or style batik produced. In this study, carried out a re-design hanjuang ornament which is one part of the batik Kasumedangan. The process of re-design with decorative displays hanjuang innovation from different angles with the product to be produced in the form of traditional long cloth The method used is using the technique of batik. The process of making hanjuang ornament is by pouring the meaning and philosophy hanjuang in Sumedang and use the colors of the emblem Sumedang. This is done as a form to introduce batik hanjuang less popular in Sumedang society and as a visual track record history Hanjuang in Sumedang who have a philosophy and meaning. Besides the purpose of this study is also to preserve the culture of batik in Sumedang for batik, especially batik hanjuang Kasumedangan keep growing.

Keywords: Batik, hanjuang ornament, re -design, traditional long cloth.