

## **ABSTRACT**

*Fashion industries in Indonesia nowadays is growing first in line and one of them is batik. Batik with stamp and screen printing technique is the most popular batik technique that designers use these days. Batik with these techniques make process faster, and more affordable price. However, batik with with hand written techniques have a higher aesthetic value, because of the manual process. But lately, thistechnique hasn't been used well either in producing nor the technique development. This phenomenon could be an inspiration in developing the process of the handwritten batik itself. Raised with potency of batik illustration process applied to the motifs on the clothing to optimize the return of batik philosophy itself to reveal information from an event that is expressed in a story-shaped drawing that give an attractive message to popularize and spread the information of the batik handwritten technique with modern design. The research method is qualitative method, where writer do a direct observation to batik crafter and industries. The author explores by making the initial exploration of batik process and continued with exploration of composition and exploration of color composition with computerization techniques with motive processing on digital software. Batik process has been known to be very complicated, but the resulting batik motifs become very beautiful and have special peculiarities that reflect the culture and design of Indonesia.*

*Keyword : fashion, handwritten batik, motif, illustration*