

Abstract

In this era of digital printing technology developed with a design motif repeat system (repetition). The repeat method if not appropriately applied can cause obstacles for some designers, where the clothes produced do not find a match between the pattern of dress and motif patterns that result in the intersection of the motive, thus reducing the aesthetics of the clothing. In its development, there is already a more advanced technology, namely by using engineering engineered print. With the existence of these methods become a potential to be developed into further research in the effort of designing motives in an effort to increase the aesthetic and visual value of the clothing. Implementation of this engineered print technique, will be applied with inspired motifs from the landscape of Bekasi City. The author takes inspiration from the landscape of Bekasi City in the background by the desire to strengthen the character of Bekasi City, by raising the great potential of Bekasi City is in the field of infrastructure and property in the modern era. The author will process it into ready-to-wear clothing. The research method that writer use is qualitative method, where writer make direct observation to City of Bekasi and do exploration with stilation and composition process, then continued with computerization technique with motive processing in digital software, digital print technique, and fashion designing technique. Efforts have been made in this study is to increase the aesthetic and visual value of the clothing can be applied using engineering engineered prints by making the pattern of the motif can be precision and produce the accuracy of the size so that motifs can meet in each piece. Digitization motif using mapping enrichment with efforts to strengthen the character of the City Bekasi which has been done by menstilasi form some modern icon of Kota Bekasi by using futuristic concept.

Keywords: Engineered Print, Bekasi City, Ready-to-Wear