

ABSTRACT

THE APPLICATION OF BLOCK PRINTING TECHNIQUE USING DIRECT PRINT METHOD WITH MALEO BIRD INSPIRATION FOR FASHION PRODUCTS

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Block printing is an image printing technique that uses pressure when applying dyes to a surface. Its own development in Indonesia is still rare, even though block printing is unique in printing and contains historical value. In history, a lot of home appliances have been used as material for block printing techniques to produce a textured effect. However, not many experiments on various application techniques have been carried out to develop block printing.

Even block printing requires an image in the application. The source of inspiration for the image of motive will be taken from the image of Maleo birds from Sulawesi. Maleo birds take an important rike in the culture and traditions of Sulawesi, but their status is precarious according to the International Union for Conservation of Nature (IUCN). Thus the maleo bird image can be a source of inspiration for motives in the block printing application which can be used as a non-verbal communication for the public awareness of the importance of preserving maleo birds. The image or motive will be applied to fashion products because nowadays the function of fashion is not only as a protector, but also as a way of communicating, /the research method used in this study is a qualitative method with data collections techniques in the form of literature studies, observations, interviews, and experiments. The result of the fabric sheet are applied by the block printing technique on deluxe ready-to-wear fashion products.

Keywords: Block Printing, Direct print, Maleo birds