

## **ABSTRACT**

### ***BITMAP-BASED DIGITAL MOTIF EXPLORATION INSPIRED BY INDONESIAN TRADITIONAL HOUSES***

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*With the current digital motif, it helps designers in processing and developing motifs on clothing. One of the applications used is bitmap-based Adobe Photoshop. In Indonesia, there are already brands that process digital motifs on clothing, such as the 2 Madison brand, the Smitten by Pattern brand and the Ideku Handmade brand. The inspiration for the motifs of these three brands is abstract, animation, modern forms such as daily life and flora. Brands in Indonesia have actually processed Indonesian cultural-themed motifs, such as the 'Minilab99' and 'Sepiring Indonesia' brands. But on the other hand, there is still Indonesia's visual potential that can be used as a digital motif, namely Indonesian traditional houses. However, the majority of brands in Indonesia process vector-based home-inspired motifs and it is still rare to process these motifs based on bitmaps.*

*The research methods used include literature studies, field observations, online observations, and which have early exploration exploration stages, advanced exploration one and two, combination exploration and selected exploration. For all stages of exploration, the technique used is the symmetry repetition pattern technique using research objects from Indonesian traditional houses as inspiration in processing innovative motifs and cultural elements.*

*The digital motif created is a bitmap-based motif inspired by the visuals of an Indonesian traditional house that has geometry and symmetry motif and is applied to ten sheets of zara silk fabric using digital print techniques.*

*Keywords: Digital Motif, Motif, Traditional House*