

ABSTRACT

PATTERN DESIGNING INSPIRED BY BATIK GARUTAN 'KURUNG HAYAM' FOR PRE-WEDDING FASHION PRODUCT

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The phenomenon of pre-wedding photo trends has now become a necessity for someone who wants to hold a wedding event, the trend of pre-wedding photos with traditional themes is getting a lot of attention from the wider community because the traditional concept itself still relies on elements of culture that are thick with customary and sacred values in traditional concepts when dressed up, yet have a classical look. One culture that is in great demand is Sundanese traditional clothing, namely the use of batik and kebaya. The rise of the trend of traditional-themed pre-wedding photos affects the use of clothing used to be adapted into modern elements. The free nature possessed by Sundanese batik makes the author see the potential to develop Garutan batik because of its modern character when compared to other Sundanese batik through the ornamental variety of Kurung Hayam because it has a peaceful meaning that is coveted by every bride and groom. This research includes a type of problems and needs research using qualitative methods, namely literature studies, interviews, observations, and exploration. The final result of this study is in the form of designing motifs applied to ready-to-wear fashion products with surface textile design techniques. This design aims to respond to the phenomenon of the development of traditional-themed pre-wedding photo trends, with the potential to develop Garutan batik variety of Kurung Hayam into the form of design with modern elements in pre-wedding fashion.

Keyword : *Motifs, batik Garutan, Kurung Hayam, pre-wedding.*