

ABSTRACT
THE DEVELOPMENT OF PATTERN WITH THE INSPIRATION OF
BATIK TULIS KELAYANG INDONESIA UNSING DIGITAL PRINTING
TECHNIQUES FOR LEISUREWEAR PRODUCT

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The batik technique is one of the surface textile techniques that has existed for a long time. Basically batik is made using canting and malam. One of the batiks in Indonesia, namely Kelayang Indonesian batik, is inspired by the charm of the island of Belitung. The existing motifs are quite good, but it takes a long time to make the process, especially in Belitung which does not have a batik culture. So the author sees an opportunity to develop the assets owned by Kelayang Indonesian batik. Along with the development of technology and science, the realm of design also feels the impact of this development. One of the design technologies that can help develop the assets of Kelayang Indonesia's batik motifs is the digital printing technique to produce new visuals. The method used in this research is qualitative with data collection techniques including, literature studies from books, journals, and websites for the basic theory of research, observations and interviews to gain knowledge about the technicalities and developments of digital printing techniques and explore the preparation of batik motif assets. wrote Kelayang Indonesia digitally. The final result of this research is Leisurewear products using digital printing techniques with the motif of Indonesian Kelayang batik assets.

Keywords : Kelayang Indonesia, Batik Tulis, Digital Printing, Leisureware