

## DAFTAR GAMBAR

Gambar II.1.1 Motif .....	8
Gambar II.1.2 Motif Geometris .....	9
Gambar II.1.3 Motif Floral.....	9
Gambar II.1.4 Motif <i>Novelty</i> .....	10
Gambar II.1.5 <i>Square Repeat</i> .....	11
Gambar II.1.6 <i>Half Drop Repeat</i> .....	12
Gambar II.1.7 <i>Brick Repeat</i> .....	12
Gambar II.2.1 Batik.....	13
Gambar II.2.2 Batik Garutan <i>Rereng Adumanis</i> .....	14
Gambar II.3.1 <i>Digital Printing</i> .....	15
Gambar II.4.1 <i>SCAMPER</i> .....	16
Gambar II.5.1 <i>Haute Ccouture</i> .....	18
Gambar II.5.2 <i>Ready to Wear</i> .....	19
Gambar II.5.3 <i>Mass Production</i> .....	19
Gambar II.5.4 Busana Tradisional Sukapura .....	20
Gambar II.5.5 Busana Tradisional Sunda Putri .....	21
Gambar II.6.1 <i>Pre-wedding</i> .....	22
Gambar II.6.2 <i>Pre-wedding</i> Tradisional Modern.....	23
Gambar II.6.3 <i>Pre-wedding Casual</i> .....	24
Gambar III.1.1 Wawancara Dr. Yan Yan Sunarya .....	26
Gambar III.1.2 Wawancara Wawan Setiawan .....	27
Gambar III.1.3 Wawancara Batik Garutan .....	28
Gambar III.1.4 Wawancara Rumi Siddharta.....	29
Gambar III.1.5 Kebaya Belanda dan Baju Peki .....	30
Gambar III.1.6 Kebaya Menak Sunda.....	30
Gambar III.1.7 Bawahan Ikat Doti.....	31
Gambar III.1.8 Analisis <i>Target Market</i> .....	37
Gambar III.1.9 Analisis <i>Target Market</i> .....	38
Gambar III.1.10 Analisis <i>Target Market</i> .....	38
Gambar IV.1.1 <i>Imageboard</i> .....	50
Gambar IV.1.2 <i>Lifestyle Board</i> .....	52
Gambar IV.2.1 Ornamen Batik Garutan <i>Rereng Adumanis</i> .....	53
Gambar IV.3.1 <i>Look 1</i> .....	62
Gambar IV.3.2 <i>Look 2</i> .....	63
Gambar IV.3.3 <i>Look 3</i> .....	64
Gambar IV.3.4 Proses <i>Printing Kain</i> .....	65
Gambar IV.3.5 Hasil <i>Printing</i> .....	65
Gambar IV.3.6 Proses Pemotongan Kain .....	66
Gambar IV.3.7 Proses Bordir.....	66
Gambar IV.3.8 <i>Logo Brand</i> .....	67
Gambar IV.3.9 <i>Hang Tag</i> .....	68

Gambar IV.3.10 <i>Thank You Card</i> .....	68
Gambar IV.3.11 <i>Packaging</i> .....	69
Gambar IV.5.1 <i>Look 1</i> .....	69
Gambar IV.5.2 <i>Look 2</i> .....	70
Gambar IV.5.3 <i>Look 3</i> .....	70