## **ABSTRACT**

## APPLICATION OF BLOCK PRINTING TECHNIQUES USING COCONUT SHELL ALTERNATIVE MATERIALS WITH SUNDA SCRIPT INSPIRATION

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The block printing technique is a simple printing technique that is generally made using wood and metal materials. The motifs produced from wood and metal printing plates have a more detailed design because the process is done manually which makes the process longer. As time goes by, this technique continues to experience various developments, then here the author intends to see the potential in the surrounding environment, such as coconut shells. Coconut plants in Indonesia have uses that can be utilized starting from the roots, stems, flowers, fruits and leaves which can be used for various daily needs, so when all parts of the coconut shell are consumed, in general people recycle by utilizing this coconut shell into a craft such as the need for household appliances, accessories and also decoration. This made the author develop the potential of coconut shells by using alternative printing plates to the block printing technique in its application by taking inspiration from the Sundanese script motif. This research uses qualitative research methods, the data obtained uses literature studies through journals, books for basic topics, observations and interviews to obtain information about the processing of coconut shells, then conducts experiments using block printing techniques using coconut shell materials and Sundanese script motifs which are then will be made in the main material in fashion products.

Keywords: Block Printing, Coconut Shell, Sundanese Script