

ABSTRACT

APPLICATION OF DIGITAL COLLAGE MOTIF WITH BALINESE CULTURE INSPIRATION TO FASHION PRODUCTS

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Departing from the potential for processing motifs by combining several image materials into new, harmonious works of art. The technique used is a digital collage technique with rare and unique Balinese cultural inspiration which has the opportunity to be developed as a source of inspiration for the creative industries. The purpose of this research is to create new motif variations on leisure wear clothing. The research method used is a qualitative approach by exploring various sources of literature related to digital collage, motifs, and Balinese culture. This is followed by an exploration process of digitally processing motifs using digital collage techniques inspired by Balinese culture. The results of this exploration were applied using digital printing techniques which were then developed into leisure wear products for women. The use of digital collage techniques in motif processing can be further developed with various inspirations.

Keywords: Motifs, digital collage, Balinese culture, digital printing, leisure wear