

ABSTRACT

Pelita Bunda Special School is a school for Children with Special Needs in Samarinda, Kalimantan. This school often receives visits from partners and government so that it has a need for exclusive merchandise products that are unique and identical to the Pelita Bunda Special School as a form of memento. To display exclusive merchandise products that are identical with schools, inspiration was taken from pictures of Children with Special Needs using the batik technique. This research is a problem based research using qualitative research methods, namely observing schools, observing exclusive merchandise products, interviewing school officials, analyzing the results of drawings of Children with Special Needs, exploring and studying literature from written sources as data sources that support the basis of the research. The results of the images of Children with Special Needs have the potential to be developed into batik motifs and can provide inspiration or new innovations for batik motifs. The batik technique itself has the same characteristics as children's drawings because both are made manually. In addition, batik techniques have the potential to be applied to exclusive merchandise products in the form of fashion accessories such as scarves because they give the impression of exclusivity, authenticity, cultural value and add value to a product. By designing exclusive merchandise products inspired by pictures of Children with Special Needs (ABK) using the batik technique, researchers hope that the Pelita Bunda Special School will get exclusive merchandise products that are unique and identical and can be used as mementos for visiting partners or government agencies and parents of students.

Keywords: Merchandise, Motive, Children with Special Needs, Pelita Bunda Special School