

ABSTRACT

APPLICATION OF VISUAL ILLUSTRATIVE STYLE MOTIVES WITH THE INSPIRATION OF THE SANGKURIANG FOLK STORY USING DIGITAL PRINTING TECHNIQUES FOR FASHION PRODUCT DESIGN

By

NADAA RIZKI AGUSTIN
NIM: 1605194068
Program Studi Kriya Tekstil dan Fashion

Folklore lives and belongs to the community in the past which has been preserved for generations. One of the very well-known folklore, especially in the area of West Java, is the Sangkuriang folklore. Sangkuriang is a legend that tells about an event, place or object. Based on the results of the author's observations that have been made on several local brands in Indonesia, it was found that the application of motifs that elevate folklore has been carried out a lot, including in the clothing collection for the brand 'Macaroni The purpose of this research is to create fashion products that elevate elements of local culture with the theme of the folklore entitled Sangkuriang which is more innovative with a flat design illustration style. This study uses a qualitative method with data collection techniques from literature studies from books and journals, interviews with illustrators, observations in the form of visual analysis of research objects, brand studies, and exploration of motif processing by utilizing flat design styling inspired by Sangkuriang. The end result of this research is to create innovative motifs to be applied to sheets of cloth and applied to fashion products using digital printing techniques.

Keywords: Illustration, Flat Design, Sangkuriang, Digital Printing.