

ABSTRACT

Batik is a very diverse cultural heritage and has different meanings and motifs in each region. There are many types of batik in Indonesia, especially from Central Java, to be precise, Pekalongan. However, it is very unfortunate that today's society, especially among young people, have begun to forget and are not interested in overcoming this batik culture. Therefore the authors designed an interesting and interactive Pekalongan batik introduction application in Central Java by utilizing Augmented Reality (AR) technology. This application is used as a learning medium for elementary school children in Cilandak 2, Purwakarta for grade 6 in the form of augmented reality. With this application, it is hoped that it can help simplify and increase student interest in learning about various kinds of batik motifs from Pekalongan, Central Java in an interesting way with AR technology. Application design is made using the multimedia development life cycle (MDLC) method and Unity tools. Based on the results of testing the augmented reality-based motif recognition application, it can be concluded that the application functions properly 86% by calculating the Likert scale.

Keywords: Augmented Reality, Central Java Batik, Pekalongan batik, Unity.