

## **ABSTRACT**

Indonesia consists of several tribes with different cultures. Every tribe in Indonesia has a form of cultural motifs such as the Lurik motif. Lurik also has a variety of motifs, each of which has a different meaning or function. By incorporating some Indonesian culture into companies or finished goods, the world of design products, especially the fashion industry, continues to grow. With the widespread use of motorbikes in Indonesia, it has also unwittingly affected the fashion industry itself, because when traveling by motorbike, most people will wear outerwear to protect themselves and also feel more comfortable when riding a motorbike. In this case the researcher wants to try to design an apparel brand product, namely a jacket that is commonly used by motorbike riders with the application of regional cultural motifs, namely Lurik. Lurik has its own characteristics, namely graded lines and also so that people are more interested in casual clothes but use a combination of striated motifs that are not complicated and minimalist, especially to support daily activities. The use of the lurik motif itself uses the lurik telupat motif which has a simple motif and is suitable when combined with a denim jacket for motorbikes.

**Keywords:** *Motorcyclists, apparel, Lurik*