

ABSTRACT

CONTEMPORARY BATIK DESIGN WITH POP ART VISUAL STYLEINSPIRED FROM JAVANESE LEOPARD.

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Batik began to develop over time and progress. This contemporary batik can be enjoyed by young people if batik craftsmen deconstructed batik motifs and made many innovations that could be applied to everyday clothes and modern styles so that they did not seem old-fashioned. So contemporary batik is a modern batik made from the idea of today with freedom of motive and not related to the tools used or the rules of tradition. Contemporary batik has potentials that can be further developed in both engineering, coloring, visual pattern and visual styling. One of the most popular visual styles is pop art. Pop art is a type of art school that is heavily influenced by society. Pop art has its own style that we can easily recognize, it's inspired by commercial and popular culture. On this occasion, the author will use the visual style of pop art on a batik stamp and writing technique inspired by the Javanese Leopard. The concept raised by the author here has a correlation other than the novelty of the motif in contemporary batik, raising awareness because the Javan leopard is one of the endangered animals. The author sees that the Javanese leopard-inspired pop art concept has the potential to develop contemporary batik in making a new batik motif. This study is curiosity that uses qualitative methods through literature studies, observation, interviews, and exploration. The result of this study is a sheet of fabric that can be used as a fashion product design.

Keywords: Contemporary Batik, Pop Art, Javanese Leopard.