

ABSTRACT

AN EXPLORATION OF MOTIFS WITH INSPIRATION OF THE REPLICA OF RUMAH GADANG ISTANO BASA PAGARUYUNG ORNAMENTS FOR BATIK SHIRTS

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Batik is one of Indonesia's national clothes worn by people on various occasions, so that the demand for batik continues to increase outside Java Island causing the development of the batik industry in several big cities to increase, such as Padang City, West Sumatra. In general, the visualization of West Sumatran batik on men's shirt products displays a motif with the shape of a typical Minangkabau traditional house, namely the Rumah Gadang motif. Among the diversity of motifs displayed on batik shirts, not many have developed distinctive motifs for batik products inspired by the ornaments found in Rumah Gadang. That way, the development of alternative motifs and the application of batik motifs for men's batik shirts with inspiration from the West Sumatra Gadang House ornament is one of the goals to increase the diversity of batik products that have characteristics in batik patterns, so as to increase the attractiveness of batik products. The method used is a qualitative method with data collection in the form of literature studies, interviews, field observations as well as on products and exploration. The end result of this research is a men's shirt product from the gadang house ornament motif with the application of written batik techniques.

Keywords: Batik, Clothing, Gadang House