

## **ABSTRACT**

### ***ADAPTATION OF NAGA LASEM BATIK MOTIF WITH EMBROIDERY TECHNIQUE ON MENSWEAR***

By

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*The dragon motif is one of the main motifs of Lasem Batik, which has a blend of Javanese and Chinese designs. Generally, this motif is not only found on batik cloth, but is often used on fashion products such as sarongs and clothing. Until now, there are not many clothing products available that apply embroidery techniques with the application of decorative elements from the Lasem dragon batik motif. Many designers still have difficulty in applying motifs to men's shirts, because men prefer monochrome and plain colors. Meanwhile, the potential for applying motifs in men's shirts is very large, but not many have used this. So this Lasem dragon batik motif has the opportunity to be developed using embroidery techniques to illustrate the impression of motifs that arise on the surface of the fabric. This research uses a qualitative method with data collection methods in the form of literature study, observation, and exploration. Men's fashion products in the form of shirts and outers from the Naga Lasem motif with the application of embroidery techniques became the final result of this research. The use of embroidery techniques in the application of the Naga Lasem motif in menswear products, aims to make people able to utilize it as an option to wear clothes that still support the traditional motif of Naga Lasem batik.*

*Keywords: Naga Lasem Motif, Embroidery Technique, Menswear*