

ABSTRACT

MODEST WEAR FASHION DESIGN USING BLOCK PRINTING TECHNIQUE WITH INSPIRATION OF BATIK TUTUR BLITAR MOTIFS

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The global modest wear trend is continuously increasing, including in Indonesia which ranks third in the world's modest fashion spending. To support this development, various modest fashion events consisting of fashion shows, bazaars, and exhibitions are organized from various designers and brands that feature elements of Indonesian wastras such as batik, songket, weaving, and ikat fabrics in their creations. One of the Indonesian wastras that has great potential in the development of modest wear is batik. Batik Tatur Blitar, which has distinctive visual characteristics with stylized motifs, has great potential to be applied in fashion. However, there are still few designers who process and are inspired by Batik Tatur Blitar, and the techniques used are limited to batik tulis, batik cap, and digital printing. This research aims to develop modest wear fashion by applying Batik Tatur Blitar motifs using block printing technique. The block printing technique was chosen because it has similarities with batik, which is one type of high printing technique in graphic arts and is able to provide uniqueness to each fabric produced through manual processes. The method used in this research is qualitative, including literature study, observation, interviews, and exploration. Through the exploration process, this research tries to apply Batik Tatur Blitar motifs to modest wear clothing using block printing technique. The exploration included exploration of printing plate media, dye type, material type, fashion design exploration and motif composition exploration. The results showed that Batik Tatur motifs can be adapted using block printing technique to produce modest wear clothing that is innovative, contains cultural elements and follows the recent trends.

Keywords: Batik Tatur Blitar, Block printing, Modest wear