

ABSTRACT

**KASUMEDANGAN BATIK MOTIF DESIGN AS A
MERCHANDISE DESIGN INNOVATION FOR THE PRABU
GEUSAN ULUN MUSEUM**

By

**AYU FITRIANI
NIM: A60504108
(Program Studi Kriya Tekstil dan Fashion)**

The Prabu Geusan Ulun Museum has the potential to be a tourist attraction for historical education and visual potential for decoration on his heritage objects. As a historical educational tour, this museum often receives official visits from certain government agencies and organizations. During its operation, the Prabu Geusan Ulun Museum had a need to develop designs and variations of merchandise products as an effort to increase the museum's existence to the wider community and as souvenirs for visiting officials. The lack of product variations and designs on simple merchandise products hampers efforts to introduce the museum's existence. With the visual potential of various decorations, there is an opportunity to create batik motif designs that suit the needs and character of the Prabu Geusan Ulun Museum. This research uses qualitative methods with data collection methods in the form of literature study, interviews, observation and exploration. The final result of this research is the creation of a batik motif design inspired by the Kasumedangan motif which can be applied to cultural products in the form of batik cloth sheets using hand-written batik techniques. The design of this motif design is expected to increase the existence of the Prabu Geusan Ulun Museum through Kasumedangan decorations and as a means of introducing the museum to the wider community and can answer problems regarding the need for design updates and variations in merchandise products, especially to be given to official visits.

Keyword: Batik Kasumedangan, Merchandise, Museum Prabu Geusan Ulun.