

## **ABSTRACT**

### ***EXPLORING MOTIFS USING ESCHER'S TESSELLATION ROTATION TECHNIQUE WITH GAYO KERAWANG INSPIRATION FOR APPLICATION ON MEN'S MODEST FASHION***

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*The phenomenon of the development of modest fashion for men in Indonesia, which applies the use of patterns on its clothing, presents opportunities for designing new pattern variations using the Escher tessellation rotation technique. Based on previous research, this technique yielded different visual inspirations, previously using orchid flowers as inspiration, with the composition of motif modules arranged side by side in a zig-zag pattern and the final motif applied to women's modest clothing. Therefore, in this research, the motif development uses inspiration from Kerawang Gayo because, in terms of composition, it shares similarities both visually and in principle. The development of new module compositions involves combining the principles of radial symmetry and linear repetition while playing with the large and small scales of objects, yet still maintaining balance and rhythm in the motifs by adjusting the scale of the objects. This research uses a qualitative method by conducting observations, visual analysis of the research objects, literature studies, and then exploring motif development using digital software by applying the Escher tessellation rotation technique. The motif design is tailored to the character of men's modest clothing, using inspiration from Kerawang Gayo. The final result of this motif analysis is the creation of pattern variations using the Escher tessellation rotation technique inspired by Kerawang Gayo, which will be applied to men's modest clothing.*

*Keywords: Men's modest fashion, Tessellation, Escher rotation method, Kerawang Gayo,*