

Table of Contents

List of Figures.....	6
List of Tables	7
Abstract.....	8
CHAPTER I INTRODUCTION	9
1.1 Research Background.....	9
1.2 Problem Identification.....	10
1.3 Problem Formulation.....	11
1.4 Scope of Problem	11
1.5 Research Goal and Objectives.....	12
1.5.1 Research Objectives.....	12
1.6 Research Assumptions or Prepositions	13
1.7 Significant of the Research	13
1.8 Scope and Limitations of Research.....	14
1.9 Writing Systematics	14
CHAPTER II LITERATURE OVERVIEW.....	16
2.1 Theoretical Basis.....	16
2.2 Artistic Innovation and Cross-Cultural Exchange	16
2.3 Theoretical Framework	16
2.4 Kazakh Ornamental Motifs and Cultural Significance	17
2.5 Previous Researches.....	18
CHAPTER III Research Methodology	24
3.1 Research Methods	24
3.2 Research Approach	24
3.2.1 Empathize (Empathy)	25
3.2.2 Define (Determination).....	25
3.2.3 Ideate (Idea)	25
3.2.4 Prototype (Prototype).....	25
3.2.5 Testing (Trial).....	25
3.3 Representative Sample and Population	26
3.4 Research Focus.....	26
3.5 Data Collection Methods.....	27
3.5.1 Literature review.....	27
3.5.2 Participatory Observation	27
3.5.3 Interview	27
3.5.4 Surveys.....	28

3.6	Data Validation Test.....	28
3.7	Data Analysis Methods	29
3.8	Design Method	31
3.8.1	Big Ideas	31
3.8.2	Design Idea Search Stage.....	31
3.8.3	Prototype.....	31
3.9	Research and Design Framework.....	31
3.10	Research and Design Framework.....	32
CHAPTER IV RESEARCH RESULTS AND DISCUSSION	33	
4.1	General Description of Research Objects	33
4.1.1	Batik Pesisir	33
4.1.2	Kazakh Ornaments.....	38
4.2	Research Result.....	44
4.2.1	Observation Result.....	45
4.2.2	Interview Result	48
4.2.3	Survey Result.....	54
4.2.4	Literature Study Results.....	56
4.2.5	Drawing Conclusions.....	57
4.2.6	Data Analysis	59
4.3	Design Results.....	59
4.3.1	Design Prototype.....	60
4.3.2	Design Concept.....	60
4.3.3	Inspiration	61
4.3.4	Design Elements	61
4.3.5	Color Palette.....	62
4.3.6	Design Technique	65
4.3.7	Design Process in steps	72
CHAPTER V Conclusion and Recommendations	77	
5.1	Conclusion.....	77
5.2	Recommendations	78
References	79	