

## **ABSTRACT**

*This research was motivated by the need of Telaga Batik Bekasi MSMEs in designing clothing that adapts Bekasi batik motifs. One of them is the motif batik kembang goyang for the Abang Mpok, Bekasi Regency. Clothing commonly used in abang mpok activities includes kebaya, one of the characteristics of kebaya is the dominance of embroidery techniques as decorative elements on parts of the kebaya. So it can be formulated in this research that how to design Telaga Batik MSMEs kebaya clothing for the Abang Mpok Bekasi Regency by adapting the visual motif of the kembang goyang batik, and applying it using embroidery techniques. The aim of this research is to provide a kebaya fashion design solution that adapts the motif batik kembang goyang by applying the motif using embroidery techniques.*

*This research uses qualitative methods with library study data collection techniques through books, journals and articles. Then observations were made at Telaga Batik Bekasi as a Bekasi batik craftsman. Next, an interview with the owner of Telaga Batik to find out the existing problems, and an exploration of kebaya designs, motifs and embroidery techniques. From this data, results were obtained in the form of designing a collection of encim kebaya with modified organza material on the sleeves and front edge, using an adaptation of the Bekasi kembang goyang batik motif as a decorative element which was applied to the kebaya using embroidery techniques. The modified design of kebaya encim still maintains its distinctive characteristics, namely, a v-neck, front opening and a sharp front end. By adapting the motif batik kembang goyang which was created digitally then composed into several forms of kebaya parts with the placement of different compositions.*

*Keywords: Embroidery technique, Kebaya, Kembang goyang Batik Motif.*