

ABSTRACT

THE APPLICATION OF ASEM TREE BATIK MOTIF USING EMBROIDERY TECHNIQUES IN READY-TO-WEAR CLOTHING FOR TELAGA BATIK MSMES

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Telaga batik is one of the MSMEs (Micro, Small and Medium Enterprises) that focuses on the field of culture through batik production. Bekasi batik motifs are currently only applied to sheets of cloth such as written batik and stamped batik. Batik cap is the hallmark of batik bekasi with bright colors such as blue, red, green and purple. Batik motifs inspired by local wisdom and culture such as Gedung Joeang, Pohon Asem, and Kembang Goyang motifs. For the past four years, Telaga Batik has collaborated with the Abang-Mpok Bekasi association as a supplier of batik cloth for their events. In an effort to enrich the fashion range and promote Bekasi batik motifs, there is potential to apply the tamarind tree batik motif with embroidery techniques as an alternative ready-to-wear fashion. This is an opportunity to adapt the bekasi batik motif with embroidery technique. Batik Pohon Asem motif has characteristics of stem, fruit and leaf elements that are interesting to be mixed and matched in ready to wear fashion. This research uses qualitative methods, namely observation, interviews, literature collection and exploration. The purpose of this research is to apply the tamarind tree batik motif using embroidery techniques on ready to wear clothing.

Keywords: Embroidery, Batik Motifs, Ready to wear