

ABSTRACT

DEVELOPMENT OF JAVANESE HOKOKAI BATIK INSPIRATION DIGITAL MOTIFS ON MEN'S KIMONO OUTER

By

VANESSY

NIM: 1605213062

(Program Studi Kriya Tekstil dan Fashion)

Jawa Hokokai Batik is a batik style born from the fusion of Japanese and Indonesian cultures. The distinctive features of this batik include motifs of cherry blossoms, chrysanthemums, butterflies, susomoyo patterns, and pagi-sore patterns. The susomoyo pattern is a border design also found on the lower part of a kimono. This batik is also renowned for its intricate production techniques due to its dense motifs and varied colors, indicating opportunities for efficient development. The advantage of digital printing lies in its ability to produce a wide color scheme with vibrant hues, making it accessible to diverse audiences. The objective of this research is to apply the Jawa Hokokai motif using digital printing techniques on men's kimono outerwear. This study employs a qualitative method with data collection techniques including literature review, interviews, observation, and exploration. The final outcome of this research is a men's fashion product in the form of a kimono-inspired outer garment featuring a digitally printed Jawa Hokokai motif with a susomoyo pattern composition.

Keywords: Digital motif, Javanese Hokokai batik, Kimono outerwear