

ABSTRACT

THE APPLICATION OF INDIGO STROBILANTHES CUSIA NATURAL DYE PASTE USING BLOCK PRINTING TECHNIQUE ON TEXTILE

by

HASNA MARITZA DARUSIAM

NIM: 1605210005

(Major Craft Textile and Fashion)

*Natural dyes can support environmental sustainability while providing a unique and attractive aesthetic value. This approach enhances textile products' attractiveness and adds value, creating a competitive advantage in the creative and fashion industries. Indigo (*Strobilanthes cusia*) is a famous natural dye used mainly by textile artisans or designers to dip fabric into indigo solutions to make color. In the realm of surface textile design, there is potential for indigo solutions to be modified into a paste to create motifs on fabric with block printing techniques. This research aims to develop an optimal indigo paste formula for block printing techniques and examine the application of natural dyes on fabric. The research employs a mixed-methods approach, collecting data from literature studies, direct observation, social media analysis, and experiments. In the experiment's session, paste formulas are applied to various fabric types by block printing technique to examine the optimal paste's viscosity and fixation methods. The research findings indicate that natural dye from indigo paste of *Strobilanthes cusia* provides an optimal formula for block printing techniques regarding motif sharpness and color durability, with the composition of 10 g of paste and 5 ml of water (viscosity value 191 mPas). These findings can inspire the development of more sustainable textile products while expanding the use of natural dyes across various textile printing techniques. They can be further developed into fashion products.*

Keywords: Block Printing, Natural Dye, Indigo Strobilanthes Cusia, Fashion Product