

ABSTRACT

UNIFORM DESIGN WITH THE APPLICATION OF MOTIFS INSPIRED BY IMAGES OF PEOPLE WITH MENTAL DISORDERS USING BATIK STAMP TECHNIQUE FOR YAYASAN NURANI LUHUR MASYARAKAT

By

QITARA NOELANI IMANDAPUTRI

1605180011

(Program Studi Kriya)

Yayasan Nurani Luhur Masyarakat (YNLM) is a human organization that is engaged in community development, based in Medan, North Sumatra. One of the projects that YNLM is currently undertaking is a project called "Mental Health Project", where this program provides rehabilitative activities for people with mental disorder to explore talent interests, improve skills and foster the entrepreneurial spirit of people with mental disorders. One of the activities carried out is by forming people with mental disorders into a community "Kelompok Usaha Bersama" called KUBE according to their respective interests. The works that have been produced in KUBE requires people with mental disorders to market their work by going directly to the community, either offering it directly or through counseling. However, because of the public bad stigma towards people with mental disorders, make people with mental disorders get bad treatment and are not easily accepted in society.

Observing this problem in order to prevent people with mental disorders in the areas assisted by the foundation from being well received by the community when marketing their work, this study aims to assist the foundation in the success of its project by providing an innovative idea in the form of batik uniforms that can give a polite and neat impression to people with mental disorders in YNLM assisted areas so that they can be well received by the community. From the purpose of the study, the researcher used qualitative methods in the form of observation, interviews, literature studies, questionnaires and explorations to design uniforms with the application of motifs inspired by the images of people with mental disorders using the batik stamp technique. Researchers hope that this research can provide innovative ideas, people with mental disorders get more appreciation from the community so that they can reduce the stigma/bad view of the community towards them, and can provide an identity and characteristic for Yayasan Nurani Luhur Masyarakat and people with mental disorders in the assisted areas.

Keywords: Paper Batik Stamp, ODGJ, Uniforms, Yayasan Nurani Luhur Masyarakat.