

ABSTRACT

CONTEMPORARY BATIK MOTIF DESIGN WITH POP ART VISUAL STYLE INSPIRED BY TELAGA WARNA FOLKLORE

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Batik is a technique of decorating cloth that is easy to adapt and develop in all aspects so that its contemporary forms emerge. This contemporary batik then opens up opportunities for batik to be processed from a technical point of view, coloring, motifs and also visual styling. This finally encourages craftsmen to produce batik motifs that are free, attractive and contemporary. The pop art visual style was then chosen to increase contemporary value in the design of batik motifs because pop art is an interesting style and continues to experience development in Indonesia and the world. In addition, pop art has several similarities with contemporary batik namely, not following the rules previously existing in their respective fields, using bright colors and using repetition in their motifs. This will be processed using the inspiration from Telaga Warna Folklore to add local content and diversity of contemporary batik motifs. This study uses a qualitative method because it is based on observations of an object. While the data collection techniques used are; literature study, visual study, interview and exploration. Visual studies are used on the characteristics of the visual style of pop art and Telaga Warna Folklore. Interviews were conducted with Indonesian artists who use the pop art style. While the exploration is divided into several parts. The first part is an exploration of forms that produce contemporary batik motifs in digital form. The second part is the exploration of batik stamps which produce batik stamps according to the design motifs. And the last part is the exploration of dyes that produce colors according to contemporary batik motif designs. The data from the research results were then analyzed to produce a design concept that was proven on a sheet of cloth. The results of this study are contemporary batik motifs on sheets of cloth with pop art visual styling inspired by Telaga Warna Folklore.

Keywords: *Motifs, Contemporary Batik, Pop Art, Telaga Warna Folklore*