

ABSTRACT

DESIGNING CONTEMPORARY BATIK MOTIFS WITH VISUAL DOODLE ART INSPIRED BY THE REWANDA BOJANA FESTIVAL

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Batik that has followed the times or trends and has aesthetic, technological, and functional aspects but is not bound by traditional rules is called contemporary batik. Contemporary batik has various modern patterns or motifs that use a variety of colors. Along with its development, contemporary batik motifs are now popular with high market demand. One of the high market demands for contemporary batik is the phenomenon of wearing cloth from the Nusantara Youth community movement. So the demand for contemporary batik among teenagers increases. Making batik itself takes a long time, so it requires other methods in the process, finally A batik stamp tool was introduced as one of the potential techniques in making batik such as a wooden stamp tool that can be used in a fast, easy way, and adjusts to the target market, namely young people. Therefore, it is necessary to develop patterns in the stamped batik technique. With the visual style of doodle art, it has the potential to develop stamped batik motifs to be able to produce a new visual appearance because it has the visual similarity of batik which is characterized by filling in empty spaces, and can be done by taking inspiration that is currently developing such as the Rewanda Bojana festival. This research is a curiosity using qualitative research methods in the form of primary and secondary data collection. Primary data was obtained from observations, interviews, visual studies, and exploration. While secondary data was obtained from literature studies such as books, journals, and the web. The output of this study is contemporary batik motifs with doodle art visual styling applied to sheets of cloth using the wood stamp batik technique.

Keywords: contemporary batik, doodle art, rewanda bojana festival.