

ABSTRACT

DESIGNING KEBAYA FASHION WITH THE APPLICATION OF BATIK TUTUR MOTIFS USING EMBROIDERY TECHNIQUES

By

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Kebaya, as a traditional Indonesian garment, has now become a trend among young people, showcasing their creativity in its use. Besides kebaya, batik is also a cultural heritage of Indonesia that is widely recognized globally. One of the batik motifs, namely batik Tujur from Blitar, is unique with animal shapes that differ from their original forms. So far, batik Tujur motifs have only been developed using traditional batik. Stamped batik, and digital printing techniques, without further exploration such as embroidery techniques. Based on the observation results, the kebaya outfit is designed without any modifications to preserve the original shape of the kebaya. Additionally, in the exploration of the Awu Nanas batik motif, no significant changes were made to maintain its distinctive characteristics. The application of the batik motif was carried out using manual embroidery techniques through several stages until achieving optimal embroidery results. The aim of this research is to develop the composition of batik tujur motifs to be applied to kebaya fashion using embroidery techniques. This research uses a qualitative method with data collection through literature studies, observation, interview, and exploration. The final result of this research is a collection of kebaya garments with various placements of batik Tujur motifs using embroidery techniques.

Key Words: Kebaya, Embroidery Technique, Batik Tujur.