

ABSTRACT

EXCLUSIVE MERCHANDISE DESIGN FOR LENTERA MIMPI COMMUNITY USING BLOCK PRINTING TECHNIQUES WITH CHILDREN'S DRAWINGS AS INSPIRATION VISUAL ON MOTIF

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Lentera Mimpi is a community in Bandung Regency that shelters orphaned children to be able to continue their learning process without fear of dropping out of school. As long as the Lentera Mimpi coach guides children, problems often arise, especially the financial impact to meet the children's academic needs which are quite large due to the lack of helping hands from various related parties. Therefore, in supporting the continuity of children's learning, Lentera Mimpi coaches seek financial needs from donors as well as efforts in selling packaged food and drinks on car free day as additional income. Through the results of the interview, the coach of Lentera Mimpi also wanted to introduce Lentera Mimpi more widely. From this desire, designing exclusive merchandise that represents Lentera Mimpi is one of the potentials that can be applied. This research is a problem-based research with qualitative research methods consisting of observation of existing merchandise products, observation of the learning environment as well as observation of learning activities of Lentera Mimpi children, interviews with coaches, taking pictures of children, exploration, and literature studies on data sources that support research. The utilization of Lentera Mimpi children's drawings is used as visual inspiration for motifs by applying block printing techniques to get a representation of Lentera Mimpi on exclusive merchandise products with children's clothing or kidswear output with a target market of parents or couples who already have children with the hope that it can be a solution that can be realized for Lentera Mimpi as an opportunity to attract new donors.

Keywords: Block Printing, Lentera Mimpi Community, Merchandise, Motif