

ABSTRACT

Development of Batik Marunda Motifs for Children's Batik with Gegot Mask Dance Inspiration

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Batik is currently growing rapidly in society, so that several regions develop batik with their own characteristics, one of which is Batik Betawi Jakarta. MSMEs that are currently developing in Jakarta are Batik Marunda, which has been established since 2014. Batik in Marunda is made by women in the Marunda flat area in order to improve the economy and get additional income. Currently Batik Marunda needs to create and develop products and motifs for children's products. Products in Batik Marunda still use a lot of non-repetition techniques by using inspiration in Jakarta such as flora, fauna, cultural, architectural forms and some use Betawi motifs. Based on the results of the analysis of children's clothing comparison products, it shows that the inspiration used for children's clothing comes from forms that are easily recognized by children, such as flora, fauna, culture, transportation, food and so on. Based on the results of the analysis of the brand comparison of children's products, the techniques used in children's products use a lot of repetition techniques in their motifs with brick repeat types. Because of the results of this analysis, it can make motifs inspired by the culture in Jakarta, namely the Gegot Mask Dance to develop Motifs using the brick repeat technique and accordance with the characteristics of children. To design and design specifically for children's products, it needs to be adjusted in designing motifs such as looking more rounded, bright colors according to children's characteristics and using thicker lines, but still maintaining the characteristics of Batik Marunda as in coloring that combines dark colors for the background of batik. Motifs in batik use the body and edges of batik. this research uses qualitative methods by conducting observations, interviews and literature studies. When designing motifs, it is done by visual study, making patternboards, stilation, initial exploration and further exploration. The final result will be made on a long batik cloth sheet measuring 250 x 115 cm. This motif will also be applied to girls' clothing in the form of dresses for children aged 7-8 years.

Keywords: *Batik Marunda, Gegot Mask Dance Inspiration, Motif Development, Children's Wear Product.*