

ABSTRACT

DEVELOPMENT OF BATIK MARUNDA'S PATTERN FOR KIDS PRODUCT WITH INSPIRATION BONDOL EAGLE

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Batik Marunda is one of the batik Micro, Small & Medium Enterprises from North Jakarta. Batik Marunda need to develop batik pattern and products for children. Batik Marunda products use a lot of non-repetition pattern and use inspiration from animals, Betawi culture, architecture and so on in the city of Jakarta. Through the reference analysis of batik products for children, one of the inspirations is taken from animals and uses a lot of brick repeat pattern techniques. Because both analysis results use animal inspiration, it is identical animal of Jakarta is Bondol Eagle known as the mascot of Jakarta. The development of patterns is also made using the brick repeat technique because it is in accordance to product reference analysis for children while developing Batik Marunda patterns that still use non-repetition techniques. The research method used is qualitative by observation, interview, and literature study. The pattern design was made through visual study, patterboard making, stilation, initial exploration, and further exploration. The design of the motif is made by adjusting the character of children while maintaining the character of Batik Marunda. The character of the child is shown with the outline style that tends to be rounded, while the character of Batik Marunda is shown through the use of dark colors in the background, bright colors on the objects, and color block coloring on the objects. The motifs are made with contemporary style but in the form of body and legs. The final result of this research is a motif produced on a long cloth measuring 250x115 cm which is then applied to products for children in the form of shirts aged 6-8 years. The motif applied to the long fabric is a selected motif using written batik technique, remasol coloring, and primisima cotton material. This adjusts the skills of the craftsmen at Batik Marunda. Meanwhile, children's clothing products are made using additional fabric materials that use colors that match the color of the motif applied based on the brand comparison.

Keywords : *Motif Development, Batik Marunda, Kids Products, Bondol Eagle Inspiration*