

ABSTRACT

DESIGNING MERCHANDISE FOR THE LENERA MIMPI FOUNDATION BY APPLYING CHILDREN'S MOTIF USING BLOCK PRINTING TECHNIQUES

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The Lentera Mimpi Foundation is a children's foundation based in Bandung, serving as a platform for the development of education and creativity for children. The foundation aims to expand its image and increase its economic resources beyond relying on donations. To achieve this, there is an opportunity to create merchandise as a tool to broaden the foundation's image. The designs for this merchandise are derived from the artwork created by the children at the Lentera Mimpi Foundation, which features stories about animals and objects they love from their surroundings. The narrative elements behind these children's drawings can be transformed into high-value craft products. These artworks are further developed into merchandise using the block printing technique. The reason for choosing block printing is its exclusivity, as the complexity of the stamping process on fabric results in unique and non-replicable outcomes for each piece. The research conducted follows a problem-solving approach, using qualitative research methods. Several data collection techniques were employed, including literature studies based on books and journals, observations, direct interviews to gather information about the Lentera Mimpi Foundation and the children's drawings, as well as exploration of motif composition and material experimentation. The outcome of this research is the creation of exclusive merchandise featuring single pattern and half drop repeat patterns, applied using the block printing technique

Keyword: block printing technique, children's drawings, Lentera Mimpi foundation, merchandise