

ABSTRACT

DEVELOPMENT OF DIGITAL MOTIFS INSPIRED BY JAVANESE BATIK HOKOKAI ON SEMI-FORMAL KIMONO

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Javanese Hokokai batik is an acculturation of Japanese and Indonesia culture, the patterns and colors of Javanese Hokokai batik are influenced by Japanese culture, but the background still uses palace batik. Javanese Hokokai batik is a beautiful coastal batik, which is known to be complicated. The characteristics of Hokokai Javanese batik are susomoyo pattern morning and evening, cherry blossom, chrysanthemum, orchid, butterfly, and traditional motifs because it features a large variety of ornaments and color schemes.. The market needs based on comparative brand indicate an opportunity to optimally develop this batik, by using digital printing techniques, the advantages of digital printing are getting a wide color scheme and working time is faster. The purpose of this research is to apply the development of batik motif composition of Javanese Hokokai digital printing on semi formal kimono. This research uses a qualitative method with data collection methods of literature study, observation, interviews, study analysis, and exploration. The final result of this research is a semi formal kimono fashion product with the development of Javanese Hokokai motif susomoyo pattern with digital printing technique.

Keywords: Batik Javanese Hokokai, Susomoyo, Digital Printing, Kimono.