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BATIK MOTIF DESIGN OF WEST JAVA AS BUSINESS MEDIA IN SUSTAINING CREATIVE INDUSTRY

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Abstract: Batik motif in addition to functioning in social and cultural fields are now beginning to shift toward the economy, particularly the creative economy which is currently growing rapidly in Indonesia. The method used in this research is descriptive qualitative method. The data used in this study are batik motifs. The data were obtained through field observations and literature. The theoretical framework used in this study is the theory of semiotics. This study focused on the types of batik motifs and creative economy. The result of this research is the development of batik motif creates the new batik motifs. Furthermore, these artifacts motifs enrich ideas and enhance the creativity of batik artisans to produce the development of batik motifs. The results from this study are useful to increase the creativity by creating the new batik motifs design to improve the income and welfare of batik artisans.

Keywords: batik, West Java, semiotics, motif, creative economy.

Introduction

The economy creative in Indonesia has just developed rapidly. It can be proven by the massive creative design of crafts and goods in West Java Province. Bandung as the capital city of West Java Province has been chosen as one of the "Creative Cities Network 2015" by UNESCO. Therefore, one of the potential creativity in West Java Province is the design.

Batik motif design is also one of the potential creation that can be appreciated by many people. Batik motif design from West Java Province has its own characteristics. Each location of batik producer has its own motifs. The cities which are famous for the batik producing are Garut and Tasikmalaya which are located in the east part of West Java Province. Cirebon and Indramayu, located in the North of West Java are also famous for their batik motifs. Bandung as the capital city has just started to produce batik.

Batik is one of the Indonesian traditional craft. The word batik comes from Javanese words, 'amba' means to write and 'tik' means to put dots (titik). Batik uses a wax-resist dyeing technique after the textile has been drawn the pattern of the batik motifs. The batik motif itself has its own characteristic of the place where it is made.

All the batik motifs have their own names. The Lexicon of the batik motifs depends on the location of where they are made. Bandung is also producing batik Bandung. The producers of batik Bandung are located in the regency of Bandung, such as the regency of Cicalengka. As batik Bandung has just appeared, its production has not been as many as other batik producers in West Java Province. The lexicon of batik Bandung are the names of flora and fauna around Bandung, such as Si Jalak Harupat, Borondong merak, bulu merak.

The batik producers from Cirebon divided the batik motif into two kinds the batik Kraton (palace batik) and batik pesisir (coastal batik). Palace batik is existed because there are two palaces located in Cirebon, those are Keraton Kasepuhan and keraton Kanoman. The two palaces produce classical Batik Cirebon. The Lexicon of Palace batik of Cirebon, such as Mega Mendung, Paksinaga Liman, Singa Payung, Singa Barong. The lexicon of Palace batik are from the nouns that can be seen or touch in the two palaces. The basic color of batik Palace is usually black and beige, dark red, navy blue, and ivory.

The other kind of Cirebon batik is the coastal batik (batik pesisir). Cirebon is located in the coastal area. The coastal batik motif is influenced by the characteristic of the coastal community, such as having free-will, like to meet new people, and often see many new things. Those reveal the free expression of the motif batik design and the free color that they use. The color of the coastal batik is usually in bright color, such as red, green, and yellow. Many lexicon of coastal batik comes from the names of flora and fauna in the coastal area. Indramayu is also located in the coastal area. Batik from Indramayu is seen as coastal batik. The batik motif design in Indramayu is related to the flora and fauna in the coastal area.