Abstract

VISUALIZATION STUDIES BASED AESTHETIC MOTIFS PRIANGAN SUNDANESE ON KELOM GEULIS SAGITRIA TASIKMALAYA

By :

Widayati

51911255

Visual Communications Design Studies Program

Kelom geulis is cultural artifact from Sundanese culture that still maintained until now. Kelom geulis motifs has become a new phenomenon wich the usage depicted famous figures. One of Kelom Geulis manufacturer, that is Sagitria Collection still retaining batik motif as it's trademark. Various kinds of batik can be ordered according to the regions.In kelom geulis, batik applied on wood instead on cloth.

Priangan Batik motifs in this object study of research on the phenomenon of motifs diversity of kelom geulis. Batik is already entrenched in the Sundanese people, now appear to be less attractive due to the globalization of Western culture began to shift and erode the values of the local culture.

Priangan batik motifs were chosen because the lack of study and it's existence appeared simultaneously with kelom geulis from another region. Based on Sundanese aestethics theory from Jamaludin Wiartakususmah, with the term "siga", "sarupaning" and "waas".

Keywords: Priangan motifs, Culture, Aesthetic Theory of Sundanese by Jamaludin Wiartakusumah.