

ABSTRACT

Batik is one of Indonesia's cultural heritage icons which is highly valuable as a symbol of life and cultural diversity in Indonesia. According to Flaurensia (2016) batik is one of the identities of the Indonesian nation that has been recognized by UNESCO as an Intangible Cultural Heritage on October 2, 2009. To commemorate this, Indonesia celebrates "Hari Batik Nasional" every October 2nd.

As stated previously, batik has become the part of people's identity in Indonesia. According to Himawan (2014), batik is one of the traditional clothes that has become a characteristic and pride for the Indonesian people. With a touch of culture and character that only Indonesia has, batik is very well known for its uniqueness. Batik also has many designs from many regions depending on the geographical locations. For example, people in coastal areas will produce batik with motifs related to the sea, while those who live in mountainous areas will be inspired by the natural surroundings, because each region always wants to show its characteristics and express it in the batik motif. The nature and system of regional livelihoods, beliefs and customs in an area, as well as the surrounding natural conditions including flora and fauna are the aspects that inspire batik motifs (Nugroho, 2020). Because of that, every region in Indonesia has its own characteristic of Batik.

Batik can be found in many regions in Indonesia, one of the regions which is famous as the center of batik production is Pekalongan. Pekalongan has batik motifs with its own characteristics, with dominant bright colors such as green, blue, yellow, pink and cerise. They are combined with bold lines, known as *Jlamprang*, that have charm characteristics.

The characteristic of the *Jlamprang* batik motif is its pattern which consists of dots, circles, squares, geometrics and has a composition of more than 2 kinds of colors. Generally, in the middle of the circle there is an image of a padma flower. Historically, this motif emerged due to the influence of Hindu and Buddhist beliefs and is sacred. So the *Jlamprang* batik motif is used as a complementary item for Hindu belief ceremonies in the Pekalongan area. The meaning of using *Jlamprang* batik is to connect the human world and the world of gods.

