



Revitalization of Sumatera Batik Motifs: Digitalization and Development of Creative Industries Based on Local Wisdom



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ABSTRACT

This study aims to develop Sumatran batik motifs through a digitalization process and downstream the results into the creative industry. The digitalization process is carried out using the latest technology that allows the preservation of traditional batik motifs as well as design innovations that are relevant to the present. **The problem in this study** is how the process of revitalizing Sumatran batik will be downstream into the creative industry. **The purpose of this study** is to show that the digitalization of rare Sumatran batik motifs can open up new opportunities in the creative industry, increase cultural awareness, and make a significant contribution to the local economy. **The method used** is descriptive qualitative with a visual language approach. **The sample** in this study is digital batik produced by UMKM. **The results** of the study show that the revitalization of Sumatran batik based on local wisdom is an ongoing effort to continue to increase the potential of the creative industry. The visual form produced by the main motif is maintained, while the composition of the batik is arranged horizontally with the arrangement getting smaller towards the top of the motif.

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