

ABSTRAK

Zahrah Nadila : Perancangan Ornamen Karo Sebagai Motif Kerudung Dengan Teknik Batik Cap. Skripsi. Program Studi Pendidikan Tata Busana. Fakultas Teknik Universitas Negeri Medan. 2026

Penelitian ini didasarkan karena keanekaragaman suku dan corak etnis Sumatera Utara memiliki potensi besar dalam trend mode tekstil, namun keberadaan ornamen tradisional asli pada bangunan seperti rumah adat Karo kini semakin langka. Di sisi lain, pemanfaatan ragam hias khas Karo pada produk *fashion* muslim khususnya kerudung pashmina masih sangat terbatas, kurang bervariasi dari segi konsep warna, serta belum dikembangkan secara maksimal untuk memenuhi kebutuhan gaya hidup masyarakat modern. Penelitian ini bertujuan untuk melihat kelayakan perancangan ornament Karo dan mengembangkan ragam hias ornamen Karo yang meliputi motif Pengret-ret, Diberu Karo, Lumut-lumut Lawit, Padung-padung dan Pantil Manggis sebagai motif inovatif pada kerudung pashmina melalui batik cap tanpa menghilangkan bentuk dasarnya.

Penelitian ini merupakan penelitian yang menggunakan metode *Research and Development* (R&D) menggunakan model pengembangan 4D (Define, Design, Develop, Disseminate). Teknik pengumpulan data dilakukan melalui observasi serta angket kuesioner berskala Likert menggunakan menggunakan teknik analisis deskriptif persentase kuantitatif untuk menentukan tingkat kelayakan produk, penelitian ini dilaksanakan di batuk Pelopor Jaya Kec.Medan Denai,Kota Medan, Sumatera Utara dengan subjek uji coba kelayakan melibatkan 30 responden wanita muslimah berusia 19-25 tahun.

Hasil analisis kebutuhan awal konsumen memperoleh persentase kelayakan sebesar 86,18% (sangat layak), penilaian validasi produk oleh ahli desain memperoleh persentase sebesar 88,33% (sangat layak) dan hasil validasi oleh ahli batik mencapai persentase 98,33% (sangat layak). Selanjutnya, uji coba kelayakan produk secara menghasilkan skor rata-rata sebesar 89,44% (sangat layak) berdasarkan hasil akhir pengujian dapat disimpulkan bahwa perancangan ornamen Karo sebagai motif kerudung pashmina menggunakan teknik batik cap dan aplikasi trend warna *color hunt* menghasilkan produk mode inovatif yang sangat layak. Produk ini tidak hanya memenuhi aspek estetika visual modern yang adaptif untuk aktivitas sehari-hari, tetapi juga efektif menjadi media pelestarian sekaligus pengenalan identitas kearifan lokal budaya Karo kepada masyarakat luas.

Kata kunci: Perancangan, Ornamen Karo, Kerudung Pashmina, Batik Cap, Model 4D, Batik Pelopor Jaya Medan

ABSTRACT

Zahrah Nadila: Design of Karo Ornaments as Pashmina Hijab Motifs Using the Stamped Batik Technique. Undergraduate Thesis. Fashion Design Education Study Program, Faculty of Engineering, Universitas Negeri Medan. 2026.

This research was conducted based on the fact that the diversity of ethnic groups and traditional motifs in North Sumatra has great potential to inspire textile fashion trends. However, the existence of authentic traditional ornaments found on Karo traditional houses has become increasingly rare. In addition, the application of distinctive Karo ornamental motifs to Muslim fashion products, particularly pashmina hijabs, remains very limited, lacks variation in terms of color concepts, and has not been optimally developed to meet the lifestyle needs of modern society. Therefore, this study aimed to evaluate the feasibility of designing Karo ornaments and to develop Karo ornamental motifs, including Pengret-ret, Diberu Karo, Lumut-lumut Lawit, Padung-padung, and Pantil Manggis, into innovative motifs for pashmina hijabs using the stamped batik technique while preserving their original forms.

This study employed a Research and Development (R&D) approach using the Four-D (4D) development model, consisting of the Define, Design, Develop, and Disseminate stages. Data were collected through observation and Likert-scale questionnaires, and analyzed using descriptive quantitative percentage analysis to determine the product's feasibility. The research was conducted at Batik Pelopor Jaya, Medan Denai District, Medan City, North Sumatra. The product feasibility testing involved 30 Muslim female respondents aged 19–25 years.

The results of the initial consumer needs analysis showed a feasibility percentage of 86.18% (highly feasible). The product validation by design experts obtained a feasibility percentage of 88.33% (highly feasible), while the validation by batik experts reached 98.33% (highly feasible). Furthermore, the product feasibility trial produced an average score of 89.44% (highly feasible). Based on the final evaluation, it can be concluded that the design of Karo ornaments as pashmina hijab motifs using the stamped batik technique and the application of the Color Hunt color trend successfully produced a highly feasible and innovative fashion product. This product not only fulfills modern visual aesthetic aspects suitable for everyday use but also serves as an effective medium for preserving and introducing the cultural identity and local wisdom of the Karo people to the wider community.

Keywords: Design, Karo Ornaments, Pashmina Headscarf, Stamped Batik, 4D Model, Batik Pelopor Jaya Medan