

## **Increasing the Competitiveness of Batik Products as a Ready-To-Wear Cash Material Through Patterned Batik Innovation with Quilting Technique, at Klampar Batik Tourism Village**

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**Abstract :** The current development of batik art has given rise to various batik industries. The emergence of the batik industry is in order to meet the needs of the increasing share of the batik fashion market. This gives rise to competitiveness between the batik industry to compete for a share of the existing batik clothing market. Conditions like this also occur in Klampar Pamekasan Madura Village, as one of the Batik Tourism Villages in Indonesia, it must continue to improve by trying to maintain the characteristics of Klampar Pamekasan Madura batik fashion and must also always innovate so that it remains highly competitive so that it remains one of the places popular batik tourist destination. Ready-to-wear or ready-to-wear clothing is clothing that is mass produced and produced in various sizes and colors, which can be purchased directly and worn easily. Patterned batik cloth is basically batik cloth that has the pattern lines of the clothing parts arranged efficiently, so there is no need to bother designing the pattern layout of the clothing parts on the batik cloth to be cut. Quilting can be defined as the art of combining fabric materials of certain sizes and cuts to form unique motifs. Based on several things above, breakthrough production innovation is needed without abandoning the characteristic of Klampar Pamekasan Madura Batik as one of the Batik Tourism Villages in Indonesia. One innovation that can be done is creating ready-to-wear patterned batik clothing products using a quilting technique. The method used in this research is the Double Diamond Design Process method. This method is divided into 4 phases namely, discover (namely the stage of designing the theme of the ready-to-wear patterned batik fashion innovation concept using quilting techniques in the Batik Village, Klampar Village, Pamekasan, Madura), define (determine the design summary and present challenges to the design), develop ( presents prototypes developed, tested, reviewed and refined) and deliver (selected designs are produced, pass final tests and are ready to be commercialized). The research produces patterned batik products that are ready to wear with quilting techniques that are validated by experts and accepted by the public.

**Keywords :** competitiveness, ready to wear, innovation, quilting, klampar batik vllage

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