

## ABSTRACT

### **Keywords: Documentation, Mapping, Batik, Sunda**

Batik in Indonesia has already exist since pre-historical era, but nowadays batik existences is underprivileged. Lots of obstacles are faced by designers, entrepreneurs, and craft workers. These are caused by lack of material and financial capital, poor marketing strategy, lack interest of young peoples, minimum growth of production, and as a major reason in this research is poor workers ability to make good batik ornament. As a matter of facts, Indonesia should have rich variation of ornaments specification based on differences of culture region.

Based on that facts, batik could not separated from cultures, and living environment who made batik had different sense from one region to another region. Every ornament always have a strong characteristic that refers to where it came from. So we researching problems are distribution places of batik in Sunda, ultimately north beach of West Java, kinds of Sundanese batik ornamentation, and also names of each batik ornament in Sunda.

The objectives of this research is to know kinds of ornament in Sunda, names of each batik ornament in Sunda, and knowing the place-map of batik production ultimately north beach of West Java.

This research is using qualitative approach. Facts collective are through observations, literature studies and interview if needed. Research design consist of sampling, observation, literature studies, interview, analysis data technique.

The research outcome will pictured the place-map of batik making ultimately north beach of West Java (Pesisir Batik), kinds and names of batik ornament. This research hopefully will contribute to researcher, adding knowledge of batik ornamentation in Sunda, improving students appreciation and creativity in batik making. To batik entrepreneurs can enhancing regional batik through new innovation in ornaments, in the result they can emergent their business. Designers can use new batik innovation in their work to improving Indonesian batik in other country as their effort to maintaining local indigenous culture.