

ABSTRACT

This study aims to explore and describe the implementation of the spirit of local wisdom in the development of contemporary motifs for "Batik SoedjonoLamongan". As a significant part of East Java's batik cultural heritage, Batik Soedjono requires design innovation to remain relevant to changing times without losing its original identity. This phenomenon is compelling to examine as it brings together Lamongan's traditional elements and modern artistic aesthetics.

The study employs a qualitative method with a descriptive-analytical approach. Data were collected through direct observation of the production process and motif visualization, in-depth interviews with artisans, and document analysis. Data analysis involved reduction, presentation, and conclusion-drawing to examine the local wisdom values embodied in the motifs.

The results indicate that the development of contemporary motifs for Batik SoedjonoLamongan successfully integrates distinctive regional elements—such as local flora, fauna, and Lamongan city icons—into more dynamic and free-flowing visual forms. The spirit of local wisdom serves not merely as visual ornamentation but also as a representation of the social identity, life philosophy, and ecological values of the Lamongan community. This contemporary design transformation has proven capable of educating the youth, expanding the market, and enhancing the aesthetic appeal of batik among the younger generation, while simultaneously serving as a medium for the adaptive preservation of cultural heritage.

Keywords: Local Wisdom, Contemporary Motifs, Batik Soedjono, Lamongan.