

## ABSTRACT

This research aims to explore what are the consumer motives to choose batik tulis of Sidoarjo (hand made). Besides that to know opinion or consumer interest toward motive, kind of various characteristics of Batik Tulis of Sidoarjo (handmade). Whether Sidoarjo still deserves to be competitive in the globalization era and modernism. This research uses Non Probability Sampling technique. The probability sample taken used Judgemental Sampling.

Data taken used depth interview toward those responders who bought batik. Motives that influence responders taken from Four Two-Polar Motives Tendencies. Four Two-Polar Motives Tendencies classified into cognitive and affective motives (based on knowledge and emotional reaction), preservation or growth motives (prevent that does not wanted or self development), active or passive motives (initiation and reactive tendencies) and internal or external motives (status development or new internal situations or trying to develop new relations with the environment). This research found that the dominant motives are Exploration and Matching Motives.

**Key Word :** Consumer Motives