

***INOVATION OF PRODUCTION WASTE PROCESSING OF MUKENA TRAVEL FROM
ALIF MODERNWEAR FASHION BRAND***

Amira nurkhaleda

Magister Desain Fakultas Industri Kreatif - Universitas Telkom

amirasyawal@student.telkomuniversity.ac.id

ABSTRACT

In 2022, the Co-Founder of Our Reworked World, Annika Rachmat, presented her findings, namely that 33 million tonnes of textiles were produced in Indonesia, one million tonnes of which became textile or fabric waste. Various types of Muslim fashion, one of which is the mukena. One fashion brand that has travel mukena products and is in great demand by the public is Alif modernwear. By carrying the travel concept, the Alif Modernwear brand chose Nylon fabric as the main material. For mukena production, the Alif modernwear brand uses an in-house system, so the company is directly responsible for the production waste produced. Judging from the character of nylon fabric, one way to process fabric waste is to use a melting process. Once melted, the fabric will be formed into a new shape. The aim is apart from dealing with piles of waste, it can also transform fabric waste into a form that has aesthetic value. The research used a descriptive qualitative method and a design method using three stage design, apart from that an exploration process was carried out on the nylon fabric material. As a result, nylon fabric can be melted and molded into a pendulum. This waste processing could become a new USP (unique selling point) for Alif modernwear mukena. The process of processing nylon fabric waste can be carried out by other fashion brands that use nylon fabric as the main material.

Keyword : Mukena, Nylon fabric, recycle, exploration, USP (unique selling point)