

## DAFTAR ISI

|   |          |
|---|----------|
| Lembar Pengesahan .....                             | i        |
| Lembar Pernyataan.....                              | ii       |
| Kata Pengantar .....                                | iii      |
| Abstrak .....                                       | iv       |
| Abstract .....                                      | v        |
| Daftar Isi.....                                     | vi       |
| Daftar Gambar.....                                  | x        |
| Daftar Tabel .....                                  | xiii     |
| <b>BAB I PENDAHULUAN .....</b>                      | <b>1</b> |
| 1.1 Latar Belakang .....                            | 1        |
| 1.2 Identifikasi Masalah .....                      | 2        |
| 1.3 Rumusan Masalah .....                           | 2        |
| 1.4 Batasan masalah .....                           | 2        |
| 1.5 Tujuan Penelitian .....                         | 3        |
| 1.6 Manfaat Penelitian .....                        | 3        |
| 1.7 Metodologi Penelitian .....                     | 3        |
| 1.8 sistematika Penulisan .....                     | 4        |
| <b>BAB II STUDI LITERATUR .....</b>                 | <b>5</b> |
| 2.1 Gaya Hidup/ <i>Lifestyle</i> .....              | 5        |
| 2.1.1 Pengertian Gaya Hidup/ <i>Lifestyle</i> ..... | 5        |
| 2.1.2 Gaya Hidup Sehat .....                        | 5        |

|  |           |
|--|-----------|
| 2.1.3 Gaya Hidup Sehat Masyarakat <i>Urban</i> .....                                   | 6         |
| 2.2 <i>Fashion</i> .....   | 7         |
| 2.2.1 Pengertian <i>Fashion</i> .....  | 7         |
| 2.2.2 Klasifikasi <i>Fashion</i> .....   | 8         |
| 2.3 <i>Activewear</i> .....  | 9         |
| 2.3.1 <i>Activewear</i> dan perkembangannya .....                                      | 9         |
| 2.3.2 Klasifikasi <i>Activewear</i> .....  | 15        |
| 2.4 Busana <i>Ready-To-Wear</i> .....  | 15        |
| 2.4.1 Pengertian <i>Ready-To-Wear</i> .....  | 15        |
| 2.4.2 Perkembangan <i>Ready-To-Wear</i> .....  | 15        |
| 2.5 <i>Textile Design</i> .....  | 18        |
| 2.5.1 <i>Surface Design Textile</i> .....  | 18        |
| 2.5.2 <i>Digital Textile Printing</i> .....  | 18        |
| 2.6 Klasifikasi Tekstil .....  | 19        |
| 2.6.1 Klasifikasi Tekstil <i>Sportswear</i> .....                                      | 19        |
| 2.6.2 <i>Fibres Development</i> .....  | 21        |
| 2.7 <i>Trend Forecasting</i> .....   | 26        |
| 2.7.1 Ispo Shanghai <i>Textile Trends Spring/Summer 2019</i> .....                     | 26        |
| <b>BAB III KONSEP DAN PROSES BERKARYA</b> .....  | <b>28</b> |
| 3.1 Kerangka Perancangan .....   | 28        |
| 3.1.1 <i>Trend Research</i> .....  | 28        |
| 3.1.2 Klasifikasi dan Diferensiasi <i>Sportswear, Athleisure, dan Activewear</i> ..... | 34        |

|  |    |
|--|----|
| 3.1.3 Ispo <i>Textrend Spring/Summer 2019</i> .....  | 36 |
| 3.2 Konsep Karya .....                               | 37 |
| 3.3 <i>Image Board</i> dan <i>Color Scheme</i> ..... | 38 |
| 3.4 <i>Muse</i> dan <i>Lifestyle Board</i> .....     | 39 |
| 3.5 Pertimbangan dalam Konsep Perancangan .....      | 40 |
| 3.6 <i>Brand</i> dan Produk Pembanding .....         | 41 |
| 3.7 Tahap Eksplorasi .....                           | 44 |
| 3.7.1 Tahap Proses Eksplorasi .....                  | 45 |
| 3.7.2 Tahap Eksplorasi Lanjutan .....                | 55 |
| 3.8 Proses Produksi .....                            | 59 |
| 3.8.1 Perancangan Desain .....                       | 61 |
| 3.8.2 <i>Flat Drawing</i> .....                      | 66 |
| 3.9 Konsep <i>Merchandise</i> .....                  | 69 |
| 3.9.1 <i>Series Tag</i> .....                        | 69 |
| 3.9.2 <i>Packaging</i> .....                         | 69 |
| 3.9.3 <i>Fabric Care</i> .....                       | 70 |
| 3.9.4 Konsep <i>Photoshoot</i> .....                 | 70 |
| 3.10 Visualisasi Produk .....                        | 71 |
| BAB IV KESIMPULAN DAN SARAN .....                    | 74 |
| 4.1 Kesimpulan .....                                 | 74 |
| 4.2 Saran .....                                      | 74 |
| DAFTAR PUSTAKA .....                                 | 76 |

