

ABSTRACT

Atelier Prana, known as Prana is one of small and medium-sized enterprises engaged in fashion business which is based in Jakarta. Prana sells handwoven clothes and accessories using Indigo natural dye and shibori dyeing technique. However, Prana has problems with handwoven clothes that are less desirable to the public and unstable turnovers. Both problems are assumed came from Prana's product quality which is not maximized yet. Refinement of handwoven clothes is needed by using the right dimensions to obtain good product quality and high public interests.

This study purpose is to conduct refinement and recommendation handwoven clothes product using product quality method and Kano model. Product quality is used to find dimensions needed to improve Prana's existing product and Kano model to find product functionality and dysfunctionality. Questionnaire is the measurement used and this study begins by interviewing customers to find out attribute needs in product quality dimensions.

Prana's handwoven clothes refinement design recommendation that needs to be refined are product's main function, model and colour of the clothes.

Key Words: *Product quality, Kano model, Atelier Prana, Handwoven clothes, Refinement design*