

ABSTRACT

APPLICATION OF SIZE STANDARDIZATION FOR INDONESIAN FASHION INDUSTRY

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Standardization of the sizes used in fashion products in Asia is now considered to be less effective because of the incompatibility of Asian body characteristics, including Indonesians. Based on these problems, *the Indonesian Ministry of Industry* collaborated with *Indonesian Fashion Designers Association (APPMI)* and *Indonesia Fashion Week* in designing size standardization for fashion industry in Indonesia. However, Indonesia's standardization has not been accompanied by a written pattern formula, so it is still a little difficult to implement it than patterns commonly used. The patterns commonly used in Indonesia such as the Burgo, Aldrich, Soekarno and Soen patterns can be easily accessed because the printed books are available in *Bahasa Indonesia* or indeed studied in some vocational courses and schools in Indonesia. This study aims to examine the application of these standards to several pattern methods and fitting comparisons with several size standardization and verify that these standards are in line with Indonesian consumers. This research is a qualitative study with literature, surveys, interviews and experiments on clothing patterns in Indonesia with standardization of Indonesian size. Based on the series of methods that have been implemented, it can be concluded that the Indonesian size standard is more optimal if it is applied with the Indonesian pattern method and Soekarno method. Also, based on the results of fitting tests on Indonesian bodies, the standardization of Indonesian size has the best fit. This research is expected to be used as a reference for garment companies, brands that have markets in Indonesia, local brands or as learning modules on the application of Indonesian standardization.

Keywords: size standardization, pattern method, fashion industry