

DAFTAR ISI

ABSTRAK.....	i
<i>ABSTRACT</i>	ii
HALAMAN PENGESAHAN.....	iii
HALAMAN PENGGUNAAN LAPORAN TUGAS AKHIR.....	iv
KATA PENGANTAR.....	v
DAFTAR ISI.....	vi
DAFTAR GAMBAR.....	x
DAFTAR TABEL DAN BAGAN.....	xiv
DAFTAR LAMPIRAN.....	xv
Bab I	
Pendahuluan.....	1
1.1 Latar Belakang.....	1
1.2 Identifikasi Masalah.....	3
1.3 Rumusan Masalah.....	3
1.4 Batasan Masalah.....	4
1.5 Tujuan Penelitian.....	4
1.6 Manfaat Penelitian.....	5
1.7 Metodologi Penelitian.....	5
1.8 Sistematika Penulisan.....	6
Bab II	
Studi Literatur.....	7
2.1 Pengertian Gaya Hidup.....	7
2.1.1 Gaya Hidup Sehat.....	7
1. Olahraga.....	8
2.2 <i>Outdoor Sports</i>	10
2.2.1 <i>Mountaineering</i>	10
2.2.1.1 <i>Walking</i>	10
2.2.1.2 <i>Hill Walking</i>	11
2.2.1.3 <i>Climbing</i>	11
2.2.1.4 <i>Expedition</i>	12

2.3	<i>Fashion</i>	13
2.3.1	Pengertian <i>Fashion</i>	13
2.3.2	Klasifikasi <i>Fashion</i>	14
	1. <i>Haute Couture</i>	14
	2. <i>Small Fashion Start-Up</i>	15
	3. <i>Commercial Ready-To-Wear</i>	16
	4. <i>Fast Fashion</i>	17
2.4	<i>Sportswear</i>	18
2.4.1	<i>Sportswear</i>	18
2.4.2	<i>Activewear</i>	19
2.4.3	<i>Athleisure</i>	20
2.5	Prinsip Desain.....	21
2.5.1	Keseimbangan (<i>Balance</i>).....	21
2.5.2	Penekanan / <i>focal point</i>	23
2.5.3	Pergerakan (<i>Movement</i>).....	24
2.5.4	<i>Pattern, Repetition, Rhythm</i>	24
2.5.5	Proporsi.....	25
2.5.6	Variasi.....	25
2.5.7	Kesatuan.....	26
2.6	Kain Tenun.....	26
2.6.1	Kain Tenun Ikat Lombok.....	28
2.7	Teknik Printing.....	30
2.8	<i>Trendforecasting ISPO</i>	31
2.8.1	ISPO.....	31
2.8.2	ISPO <i>Texttrends</i>	31
2.9	Peluang Usaha.....	32
2.9.1	<i>Bussiness Model Canvas</i>	32
	1. <i>Customer Segments</i>	33
	2. <i>Value Proposition</i>	35

	3. <i>Channels</i>	38
	4. <i>Customer Relationship</i>	39
	5. <i>Revenue Streams</i>	40
	6. <i>Key Resources</i>	42
	7. <i>Key Activities</i>	43
	8. <i>Key Partnership</i>	44
	9. <i>Cost Structure</i>	45
Bab III	Konsep dan Proses Berkarya.....	46
3.1	Latar Belakang Perancangan.....	46
3.1.1	Data Lapangan.....	46
3.1.2	Data Wawancara.....	51
3.1.3	Data Eksplorasi Awal.....	54
3.1.4	Analisa Perancangan.....	55
3.1.5	Klasifikasi dan Diferensiasi <i>Sportswear, Activeewear</i> dan <i>Athleisure</i>	55
3.2	Konsep Perancangan.....	58
3.2.1	Analisa <i>Brand</i> Pemandangan.....	58
3.2.2	Deskripsi Konsep.....	61
3.2.3	Konsep <i>Image Board</i> dan <i>Color Palette</i>	61
3.2.4	Konsep <i>Lifestyle Board</i>	63
3.2.5	Target Market / <i>Customer Profile</i>	63
3.2.6	<i>Bussiness Model Canvas</i>	65
3.3	Hasil Eksplorasi.....	73
3.3.1	Eksplorasi Terpilih.....	73
3.4	Desain Produk.....	74
3.4.1	Sketsa Produk.....	74
3.4.2	Proses Produksi.....	76
3.4.3	Konsep <i>Merchandise</i>	78
3.5	Produk Akhir.....	81
3.5.1	Visualisasi Produk.....	81
3.5.2	Visualisasi <i>Merchandise</i>	83

Bab iv	Kesimpulan dan Saran.....	81
4.1	Kesimpulan.....	85
4.2	Saran.....	86

DAFTAR PUSTAKA.....

LAMPIRAN.....