

ABSTRACT

RESORT WEAR DESIGN WITH CORAL BLEACHING AS INSPIRATION AND ITS BUSINESS OPPORTUNITIES IN INDONESIA

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Indonesia is an archipelagic country that has a diverse natural wealth, one of which is coral reef. Indonesia is included in The Coral Triangle; the center of the world's coral reef biodiversity, together with Malaysia, the Philippines, Papua New Guinea, Timor Leste and Solomon Island. However, 35.15% of coral reefs in Indonesia are in poor condition due to natural phenomena, as well as human activities. One of the main causes of damage to coral reefs is coral bleaching. The purpose of this research is to raise awareness of the damage to coral reefs that occur, especially coral bleaching, through fashion products. The visualization of coral bleaching can be achieved by ruffles, pleats, and tie dye techniques. The research method used is a qualitative form of observations on brand competitor, literature studies by reviewing various sources of information regarding coral bleaching, resort wear, and business opportunities in the Indonesian fashion industry, conducting survey to target market, then continued with direct experiments techniques used to achieve the texture, shape and character of the coral reefs affected by coral bleaching. The exploration results are implemented into resort wear fashion products with reference to the lifestyle of the target market of the product in order to have potential as one of the new business opportunities in the Indonesia's creative industry.

Keywords: coral bleaching, tie dye, ruffles, pleats, resort-wear