

## **ABSTRACT**

### **ALTERNATIVE UNIFORM DESIGN FOR TELKOM UNIVERSITY STUDENTS**

**By**

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*Uniforms can be interpreted as a clothing that is produced in a lot that has the same style, model, motif, color and type of material and is used by an agency or organization. In an agency or organization a uniform is a mandatory component that must be available because the uniform can make the characteristics and distinguish the identity of one agency or organization from one another. . The use of uniform clothing is applied to several faculties of Telkom University based on the decision of the rector of Telkom University Number: KR. 514 / AKD6 / BKA / 2014 about student uniforms in the Telkom University environment, explained that uniform clothing is one of the identities that become pride and differentiator, creating discipline, as well as neatness and beauty for students as users (Fathan, 2018). Based on the above data, this research is focused on making alternative uniforms of Telkom University red shirt which will be developed in design, color composition and logo in accordance with existing provisions. The research process is carried out by a qualitative method, in which the data collection process is the researcher making direct observations to Telkom University, studying literature from books, scientific work, exploring design, surveying students and conducting the interview process with the head of student affairs. The results of the study are to produce a uniform alternative design of Telkom University with the development of designs, color compositions and logos in accordance with existing provisions.*

*Keywords: Uniform, Telkom University, Alternative Design.*