

ABSTRACT
LEISURE WEAR DESIGN TO MEET THE NEEDS OF THE HIJAB
FLASHPACKER

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Geographical conditions in Indonesia which has many islands and gave birth to abundant natural attractions make Indonesia as one of the countries with the most beautiful natural tourist destinations in the world, quoted from the Rough Guides Ltd page from England. Seeing the state of the phenomenon in Indonesia, one of the traveling *trends* that became a *trend* among millennials is the flashpacker. Did not rule out the possibility that the *target market* of the traveler was wearing hijab, the clothes needed would have high comfort and also modern. This has a new business opportunity in creating *leisure wear* to meet the needs of hijab tourists, especially by using a variety of natural coloring techniques, to support the veil of travelers in Indonesia. The research process was carried out using qualitative methods of direct observation, literature study, interviews and exploration.

Keywords: Traveling, flashpacker, *leisure wear*, hijab, natural dyes, business opportunities