

ABSTRACT

FASHION PRODUCT DESIGN WOMENS READY TO WEAR INDIE FOLK MUSIC LOVERS IN BANDUNG CITY

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(Program Studi: Kriya Tekstil dan Mode)

Musik has now become a lifestyle and is referred to as a new fad. This phenomenon is known as the Musik and fashion trend, where fashion products are made inspired by a musikian or songs. And now the trend of musik and fashion is growing, many clothing brands that make a collection of clothing inspired by musik or a brand that works with a musikian. Speaking of musik, aside from being entertainment, musik is also a form of literacy. Bandung is a city dubbed as a creative city which has many communities. One of the communities is a literary community, where someone can seek knowledge and develop themselves. In addition to the Bandung community, there are also famous musikians in the field of musik, one of which is a folk musikian. Currently folk musik is very much in demand by people, especially among young people. The potential of visual folk musik from folk musik can be exploited, because it is unique. With qualitative methods of data collection, observation, interviews and exploration. So the writer was inspired to raise the potential of folk musik to be used as an inspiration for ready-to-wear clothing designs for women who like indie folk musik in Bandung using digital textile printing techniques, embroidery, and manipulating fabric. It is hoped that there will be alternative fashion products that contain the results of explorations of textile rekalar techniques with folk musik inspiration.

Keywords: Bandung, Indie Folk Musik