

## **ABSTRACT**

### **DESIGN OF READY TO WEAR CLOTHES FOR TRAVEL BLOGGER USING LURIK WOVEN FABRIC**

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Traveling is an activity of visiting various places individually or in groups that are very generation Z who were born since the era of developing technology so that they begin to recognize the term travel blogger. As travel bloggers, they tend to wear ready-to-wear clothing that can support their activities while traveling but still follow current fashion trends. So because of the practicality in traveling, traditional fabrics such as striated cloth are not widely used as main clothing. In addition, lurik woven fabric is currently developing in demand because it is increasingly varied so that it has the potential to be used in ready to wear clothing and is introduced by travel bloggers through social media. By using qualitative research methods consisting of literature studies, observations and interviews, as well as experiments, this research aims to design ready to wear clothing that promotes the concept of sustainable fashion with zero waste pattern techniques and uses striated woven cloth to encourage generation Z to preserve Indonesian culture and the environment, as well as this research can also provide benefits as a reference to be studied and developed further.

Keywords: Traveling, Generation Z, Ready To Wear, Lurik Woven Fabric, Zero Waste