

Abstract

***LEISUREWEAR PRODUCT DESIGN FOR TRAVELING IN
TROPICAL COUNTRIES***

By

DINI AGUSTIN TRI DAMAYANTI

1605162031

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fashion business being one of the creative economic sub-sectors as the second largest contributor for Indonesia's PDB. One of Indonesia's visions is to become a prosperous country through aspects of tourism and the creative economy, now fashion industry must strengthen with foundations through local strength, environmental stewardship, and social care. Indonesia has the third largest forest in the world, according to Forest Watch Indonesia (FWI) data in 2013, there were 82 hectares of Indonesia's land area that was still forests. The geographical of conditions in Indonesia has so many islands and have to natural tourist. The opportunity of fashion for flashpackers traveler with design of leisureware using natural dyes and surface textiles, so this is can be a important business with new innovations of leisurewear as a complement to flashpackers in tropical countries.

This research is uses a qualitative method. The output of data from the study of literature, interviews, observation and exploration with primary and secondary data. The data analyzed based on descriptive analysis method. Data always based on resources related to traveling and leisurewear in tropical countries with craftsmanship techniques. Design of leisurewear products for traveling in tropical countries.

keyword : fashion business, traveling, flashpacker, leisurewear, wisata alam cantik