

ABSTRACT

DESIGNING CASUAL OUTDOOR WEAR PRODUCT FOR MEN

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Indonesia is known as one of the countries that have a high tourism appeal both from natural, cultural and man-made tourism. Bindelle and Larissa (2013), classify natural tourism activities into four different classes, namely: ecotourism, special interest tourism / wildlife tourism, hard adventure and soft adventure. One of the soft adventure activities is camping. With the phenomenon of the tourist camp, the writer seizes the opportunity to create versatile clothing that can be used in everyday life and camping activities. This research aims to design a casual outdoor wear fashion that offers more varied designs and materials to create a business strategy.

By using qualitative and quantitative research methods, as well as collecting data with comparative brand observations, target market surveys, literary studies in books and journals to support research theory, and exploration of making motifs on textiles

The authors see the business opportunities that exist by using a business model canvas to support the design of casual outdoor wear clothing for men with inspiration from Ranca Upas and Timor deer camps as fauna which are protected in the Ranca Upas area.

Keywords: Soft Adventure, Camping, Casual Outdoor Wear, Stilation, Embroidery