

ABSTRACK

DESIGNING MODEST SPORTSWEAR FOR FEMALE HIKERS

By

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Indonesia is a country that has abundant resources. With its geological location, Indonesia has many mountains that are still active, natural conditions in the territory of Indonesia are marked by several reliefs that have natural morphology. Indonesia has a humid and cool mountainous climate which makes Indonesia has great potential to facilitate natural activities. One of them is a hiking activity. Hiking is an activity carried out in mountains or highlands. These hiking activities have created a community of nature lovers such as Riksa Bumi, NAPALLIMA, and HIMSIPAL. Members of nature lovers are not only male but along with development, female hikers have increased in number and not a few of these female hikers are Muslim women who are required to cover their curves with modest clothing. The female hikers who were studied as members of nature lovers carried out hiking activities with sloping terrain called hill walking. Women hikers usually wear sportswear to meet hill hiking activities. While the special hiking outdoor clothes are not worn by the perpetrators because they adjust to the type of hiking activities carried out. The absence of the availability of sportswear products specifically for hiking activities, creates an opportunity for the author to design sportswear products that suit the needs of the actors. This study aims to study the phenomenon of female hikers with the need for clothing products for hiking and to design modest sportswear products to support the needs of female hikers. The research used by the author uses qualitative methods, interviews, observation, and exploration as a technique for product design. The design of this modest sportswear product has a concept that is inspired by nature in the city of Bandung with a theme that is devoted to hiking, because the results of the research prove that there are many local sportswear brands that have developed in the city of Bandung. In addition, it is strengthened by the identity of the target market for nature lovers who make the city of Bandung the target location for hiking with sloping terrain or called hill walking.

Keywords : Female hikers, sportswear, modest.