

ABSTRACT

DESIGNING MEN OUTERWEAR TO SUPPORT BANDUNG HISTORIC TOURING

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Bandung inherited historic relics, such as events and buildings. It has led people to take a high interest in history and be the reason for the creation of various history-appreciation communities in Bandung, one of them is Aleut Community. As a community with a vision to introducing local history, the Aleut Community pioneered a program called Ngaleut, which was the practice of visiting historical sites or landmarks by walking and has been adopted by many other communities.

Momotoran becomes an optional activity to make easier travellers to reach destination route by using motorcycles and to visit the historical places that have never been visited before in Ngaleut. As an active and well-known community, the concept of Momotoran event has also been potentially followed by other communities such as Ngaleut, thus showing an opportunity to create products to support the activities. An outerwear is the most often used in a Momotoran activity. In addition, Momotoran is long periods of outdoor activity that bring exposure to various weather conditions, so comfortable driving clothes and protection of the driver's body are needed. Many of the local brands present with outerwear products to suit the needs of outdoor activities, but none have specifically given the theme of local history in their products. Hence, author see an opportunity to design outerwear products that support historic touring event (Momotoran) that bring local history themes in the design.

The study uses qualitative research methods with data was collected from literature, interview, and social media observation. The study also explore elements of "Monumen Perjuangan Rakyat Jawa Barat" to become decorative accent applied by polyflex printing technique. This study is expected to be an innovative reference to the design of motorcycles jacket for historical touring event participant.

Keywords: Aleut Community, Momotoran, Outerwear