

ABSTRACT

DESIGN OF WOMEN'S ACTIVEWEAR FASHION PRODUCTS TO SUPPORT THE "MOMOTORAN" ACTIVITIES OF THE ALEUT COMMUNITY

By

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Indonesia is an archipelagic country that is rich in heritage and spread throughout Indonesia (Asfina & Ovilia, 2017). Including the inheritances that come from historical relics or events in the past. The number of monuments or historical buildings in the city of Bandung is the main attraction for everyone who visits (Maryani & Logayah, 2014). This makes the local people of Bandung interested and makes communities related to Heritage / Heritage, for example the Aleut Community. This community offers heritage activities that many people enjoy, such as visiting historical places or sites that are considered to have strong historical value and this activity is called Ngaleut (Rani, 2020). However, Ngaleut activities can only reach monuments/buildings around the center of Bandung City. Then, this community made a Mommotoran activity. Based on the results of interviews and observations made to the Aleutian Community, Momoran is a touring activity carried out using a motorbike by visiting historical places. This activity is now very popular and is an option to visit historical buildings/monuments that cannot be reached on foot in the Bandung area. This activity has also become a trend among the people of Bandung, reinforced by the rise of the motorcycle community in the city of Bandung and carrying out similar activities. From the results of observations made, supporting products are needed to support Momotoran activities. It is known that many local brands offer activewear products but do not specifically offer products with a heritage collection theme. The author wants to design activewear products for people who like Momoran activities, especially women with an age range of 20-30 years. The author sees an opportunity to design activewear products to be an option for members of the Aleutian Community, especially women with an age range of 20-30 years. The method used in this study is a qualitative method, namely literature study, observation, interviews and exploration. This study also uses visual exploration in the Braga area to be used as motifs that are printed using the printing technique (digital transfer film).

Keywords: activewear, casual, aleut community, heritage walk, momotoran.