

ABSTRACT

DESIGNING OUTERWEAR TO SUPPORT STRONG NATION COMMUNITY ACTIVITIES IN BANDUNG

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The city of Bandung is one of the cities that adopts a healthy lifestyle by creating the Healthy Bandung Forum, and is followed by a trend of healthy lifestyles related to food, organic shops, and sports. Many sports communities in Bandung have motivated the people of Bandung to want to exercise, one of which is Strong Nation Community Bandung. Strong Nation is a specialist in the Zumba sport program. After conducting further interviews with Strong Nation players, the activities carried out by Strong Nation actors, apart from Strong Nation sports, the perpetrators often did jogging around the city of Bandung, and visited cafe after exercise, but because of the fit to body clothes, Strong Nation players need outerwear to cover their obvious curves because the clothes they wear fit to body. In addition to covering the curve of the body and has the storage area so that you can store small objects such as handphone and wallets. This has the potential to design an outer type of clothing that has a storage area to support the activities of Strong Nation players. This research aims to study the phenomenon of the development of Strong Nation in Bandung, to study the various activities of Strong Nation players in Bandung, and to design outerwear to fulfill the needs of Strong Nation players in Bandung. This study uses qualitative methods, and analysis through literature studies, journal data search, observation, interviews and exploration with the SCAMPER technique in outerwear design. The outerwear design adapts the concept from the inspiration of the Perjuangan Monument which has the geometric elements needed for outerwear, which aims to portray the masculine side of Strong Nation sports players who use hard and strong sports. In addition to its supportive architecture, the Perjuangan Monument is located in Bandung,

West Java, which reviews the identity of the Bandung Strong Nation community target market.

Keywords: Strong Nation, activities, and outerwear.