

ABSTRACT

DESIGNING FEMALE ACTIVEWEAR CLOTHES INSPIRED BY WEAVING PATTERN USING SURFACE DESIGN TECHNIQUES

By

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Indonesia has many mountains spread across various islands, making hikers have many choices of mountains for them to visit. The number of mountains also creates a community of nature lovers in the people. Previously climbing or hiking activities were in demand by men but over time, women began to take an interest in this activity and made more and more female hikers. Most female hikers usually tend to have an active personality, like adventure or activities in nature and also like practical clothes, not infrequently those who like Indonesian culture. The development of women's interest in becoming hikers affects the desire for activewear in the market, creating more diverse activewear design opportunities. In this study, the author applies a qualitative method by collecting data through literature studies, interviews with resource persons who come from the nature lover community and resource persons who have experience designing activewear as well as through indirect observations from articles on the internet or social media. The purpose of this research is to be able to design activewear clothing that has elements of woven fabrics that have been recomposed into new motifs and applied to clothing using digital printing techniques which produce two sets of activewear clothing with an ethnic touch of woven fabric motifs in it.

Keywords: Activewear, Women hikers, Nature Lover Community