

ABSTRACT

DEVELOPING DESIGN FORMAL WORK WEAR FOR MODERN WOMEN OFFICE WORKERS IN THE ERA OF PANDEMIC COVID 19 AND BUSINESS OPPORTUNITY

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Craft Textile and Mode

In this era, the phenomenon of working women is nothing new in society and there are no restrictions for a woman to work. Modern means the latest, up-to-date, or attitudes and ways of thinking that meet the demand of time. Thus, working women with a modern lifestyle are those who have a modern lifestyle because they want to express themselves in order to find the meaning of life through other outdoor activities such as working or achieving the highest career and following the technological advancement. The outbreak of Covid-19 (Coronavirus Disease-2019) in early 2020, which is still considered a global pandemic, including in Indonesia, impact many things and aspects. One of the solutions to reduce its spread is by limiting activities outside home such as doing work from home (WFH). One of the problems by doing WFH for modern woman office workers is when they have to do face-to-face meeting with clients or boss. In this case, a woman office worker who have to work from home (WFH) must wear formal clothes not only to look professional at work but also comfortable enough for daily activities. From this phenomenon, the writer notice a business opportunity to create formal work wear that can support the work activities of modern woman office workers and follow the trends as well. The results are expected to be an inspiration for business opportunities in fashion industries in Indonesia and to support the work activities of modern woman office workers in carrying out WFH.

Keywords: Formal Work Wear, Modern, Work From Home, Office Worker, Business Oportunity