

ABSTRACT
DEVELOPMENT OF WOMEN ZUMBA ACTIVEWEAR CLOTHING FOR
WOMEN IN BANDUNG

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The people of Bandung have been familiar with the sport of Zumba since 2012, due to the emergence of a healthy lifestyle trend, the people of Bandung have begun to realize how important the benefits of exercising Zumba are. With the trend of a healthy lifestyle, studios have sprung up for Zumba exercise classes, enthusiasts of this healthy lifestyle trend are urban communities who have dense activities. They realized that taking a Zumba exercise class could boost their immune system so they are less susceptible to disease. This is the reason for researchers in developing activewear clothing by applying the characters from Zumba, namely color full and colors that collide.

In this study, data collection used qualitative methods by analyzing data through literature studies, interviews with Zumba and ZIN (Zumba Instructor Network) participants, observations visiting the Zumba studio and Zumba events in Bandung City, journal data and carrying out the stages of the design process using the SCAMPER method. as well as designing activewear clothing. In the design stage of this research, it is divided into 3 processes, namely, the initial design process, the advanced design process and the final design process. The design for the research has the concept of color blocking which was inspired by the Creative Hub Bandung building. Creative HUB building was chosen because it has a similar concept, namely color blocking. Comfort and flexibility are the main things for activewear fashion design. 3 activewear designs will be designed using materials according to the needs of Zumba participants, namely baby terry and cotton lycra as well as several materials that will be used as material combinations, in the form of nylon lycra, firing, dri fit and parachute mayer.

Keywords: healthy lifestyle, Zumba, activewear.