

ABSTRACT

DEVELOPMENT OF CONTEMPORARY BATIK USING BATIK STAMP TECHNIQUE AS A READY TO WEAR CLOTHING FOR WORKING WOMEN WITH SHOPAHOLIC LIFESTYLE AND BUSINESS OPPORTUNITY

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Lifestyle a pattern of life, the use of one's time and money. One of the lifestyles is activity of shopping. Despite the Covid-19 pandemic, some people who have a tendency to shop are still pursuing their lifestyle. The Covid-19 pandemic also influenced the changes in getting dressed. One of them is the desire of informal worker consumers who wants comfort, and safety but remain trendy in this Covid-19 pandemic situation. In the research conducted, it can also be concluded that some workers need trendy batik clothes, because batik is one of the mandatory clothes worn while working on certain days. In this study, smart casual clothing has been designed for young adult women who work informally according to their wants and also needs, with a more wearable design combined with contemporary pattern made using batik stamped techniques. The research used mixed methods, using qualitative and quantitative which included literature studies, interviews, observations, questionnaires and exploration. Exploration carried out using stamped batik with a touch of contemporary design. The existence of a consumer's desire to shop, and the need at work is the background for research into a new business opportunity to create a brand that has a ready-to-wear concept, combined with contemporary stamped batik techniques, which can meet the needs and wants of working young adult women informally, and preserving Indonesian culture and fostering a sense of pride in using batik.

Keywords: Batik Cap, Contemporary, Ready-to-Wear, Shopping, Business Opportunity.