

## DAFTAR ISI

|  |      |
|--|------|
| ABSTRAK .....                                      | ii   |
| ABSTRACT .....                                     | iii  |
| LEMBAR PERNYATAAN .....                            | iv   |
| LEMBAR PENGESAHAN .....                            | v    |
| KATA PENGANTAR .....                               | vii  |
| DAFTAR ISI .....                                   | viii |
| DAFTAR GAMBAR .....                                | x    |
| DAFTAR TABEL .....                                 | xi   |
| DAFTAR LAMPIRAN .....                              | ii   |
| Bab I Pendahuluan .....                            | 1    |
| 1.1 Latar Belakang .....                           | 1    |
| 1.2 Identifikasi Masalah .....                     | 3    |
| 1.3 Rumusan Masalah .....                          | 3    |
| 1.4 Batasan Masalah .....                          | 3    |
| 1.5 Tujuan .....                                   | 4    |
| 1.6 Manfaat Penelitian .....                       | 4    |
| 1.7 Metode Penelitian .....                        | 5    |
| 1.8 Kerangka Penelitian .....                      | 6    |
| 1.9 Sistematika Penulisan .....                    | 6    |
| Bab II Studi Literatur .....                       | 8    |
| 2.1 <i>Redesign</i> .....                          | 8    |
| 2.1.1 Level Pada Proses <i>Redesign</i> .....      | 8    |
| 2.1.2 Tahapan <i>Redesign</i> .....                | 9    |
| 2.2 Pasar Gringging .....                          | 9    |
| 2.3 Fesyen .....                                   | 10   |
| 2.3.1 Pakaian <i>Secondhand</i> .....              | 12   |
| 2.3.2 Pakaian <i>Secondhand</i> di Indonesia ..... | 13   |
| 2.4 <i>Thriftshop</i> .....                        | 13   |
| 2.5 Teknik Pengolahan Tekstil .....                | 14   |
| 2.5.1 <i>Structure Textile Design</i> .....        | 14   |
| 2.5.2 <i>Surface textile design</i> .....          | 14   |
| 2.6 Festival .....                                 | 20   |
| 2.6.1 Reog <i>Kendhang</i> .....                   | 21   |

|  |                                       |    |
|--|---------------------------------------|----|
| 2.7  | Unsur Rupa Desain.....                | 29 |
| Bab III Data Dan Analisa Perancangan ..... |                                       | 34 |
| 3.1  | Data .....                            | 34 |
| 3.1.1                                      | Data Primer .....                     | 34 |
| 3.1.2                                      | Data Sekunder .....                   | 47 |
| 3.2  | Analisa perancangan.....              | 49 |
| Bab IV Konsep Dan Hasil Perancangan .....  |                                       | 51 |
| 4.1  | Konsep Perancangan .....              | 51 |
| 4.1.1                                      | Analisa <i>Brand</i> Pemandangan..... | 51 |
| 4.2  | Deskripsi Konsep .....                | 53 |
| 4.2.1                                      | Konsep <i>Imageboard</i> .....        | 54 |
| 4.2.2                                      | Target Market.....                    | 55 |
| 4.2.3                                      | Konsep <i>Lifestyle Board</i> .....   | 56 |
| 4.3  | Desain Produk .....                   | 56 |
| 4.3.1                                      | Eksplorasi.....                       | 56 |
| 4.3.2                                      | Sketsa Produk.....                    | 63 |
| 4.3.3                                      | Proses Produksi .....                 | 67 |
| 4.3.4                                      | Proses Pra-produksi.....              | 69 |
| 4.3.5                                      | Produksi .....                        | 69 |
| 4.3.6                                      | Konsep Merchandise .....              | 86 |
| 4.4  | Produk Akhir .....                    | 89 |
| 4.4.1                                      | visualisasi produk.....               | 89 |
| Bab V Kesimpulan dan Saran .....           |                                       | 91 |
| 5.1  | Kesimpulan.....                       | 91 |
| 5.2  | Saran .....                           | 91 |
| Daftar Pustaka .....                       |                                       | 93 |