

ABSTRACT

SEMI FORMAL WORK WEAR DESIGN FOR WOMEN WITH MODERN LIFESTYLE AND BUSINESS PLANNING

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After the COVID-19 (Coronavirus Disease 2019) pandemic that occurred in March 2020, the work system in Indonesia that was previously WFH (Work from Home) has now returned to being WFO (Work from Office) while still implementing health protocols. Then, in this modern era, the phenomenon of women working is no longer something new and social status in terms of fashion has become an inseparable part of the daily lifestyle of modern society. Then, in 2021 the number of informal workers in Indonesia continues to increase, reaching 78,14 million. Therefore, the return of the work from office work system and the fact that there are more informal workers than formal workers raises the need for work wear, especially semi formal work wear is higher. In this research, the author will design semi formal work wear packaged in a brand based on the needs of the target market with natural fiber materials and surface embroidery techniques as decorative elements of clothing. This research uses qualitative methods through literature studies that are related to research, observations on brand references, questionnaires to the target market regarding the need for semi formal work wear, interviews with the target market related to research topics or those who carry out modern lifestyles, and exploration of embroidery techniques. Therefore, this research produces semi formal work wear designed using SCAMPER design techniques and has a business plan for fashion products using a business model canvas that can support career women with a modern lifestyle to work and can also be worn outside of work activities but still does not forget the main function of the clothing.

Keywords: Work wear, career woman, modern lifestyle, and business planning.