

ABSTRACT

CLOTHING DESIGN FOR CHILDREN WITH APPLICATION OF SURFACE TEXTILE TECHNIQUE AND BUSINESS PLAN

By

ERIEN SEPTIANI

NIM: 1605181028

(Program Studi Kriya Tekstil dan Mode)

Reporting from the official website of the Central Statistics Agency, as many as 66,362,800 children need to fulfill their daily clothing needs. With this need, it's no wonder that many local kidswear brands have sprung up. Based on the results of interviews and observations, it can be concluded that although many local kidswear brands have sprung up, there are also many local kidswear brands that do not last long. The failure of the fashion brand is the lack of giving characteristics or differentiation to the product so that it seems the same as other brands and does not provide design development or other variations. In displaying characteristics or differentiation, it can take various forms such as the value that will be conveyed to customers. The value of art is one example. In everyday life, this artistic value can be found in various works such as works of art. Children's painting is one of the works of art that has a value that is able to describe the characteristics of the child artist. Seeing the potential to display the characteristics of the inspiration and style of children's paintings, raises the potential to be applied to kidswear products which also have potential business opportunities. The research objective is to maximize the potential of kidswear by presenting kidswear products that have characteristics to meet the interests and needs of people who apply a modern lifestyle. The research method uses qualitative methods with data collection techniques, literature studies to find out basic knowledge of research topics, observations to find out products in the field from product concepts, production methods to marketing, interviews to find out business opportunities for today's kidswear products and their development, exploration to find out the application of techniques optimal, efficient and effective and additional questionnaire techniques to find out the interests and needs of kidswear products in the target market. The final result of this research is a kidswear product that will be applied to surface textile techniques such as digital printing. Inspiration is taken from the endemic fauna in Indonesia and is presented in the form of stylizing paintings by children, with the process being carried out together with children so that the characteristics of children become strong characteristics of the product.

Keywords: business plan, kidswear, children's painting, surface textile