

ABSTRACT

KIDS WEAR FASHION DESIGN WITH PALEMBANG JUMPUTAN MOTIF BASED ON MODERN LIFESTYLE TRENDS AND BUSINESS PLANNING

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Jumputan cloth is a cultural heritage of South Sumatra Province that must always be maintained and preserved. The introduction of local culture can be done from an early age to children through several media, one of which is children's clothing. Children's wear is a potential sector in terms of expanding clothing that uses jumputan fabrics. The lack of use of jumputan fabrics in children's clothing and the absence of children's clothing using jumputan fabrics with natural coloring for children, so that it can be used as a business opportunity. The purpose of this research is to design children's clothing with the application of jumputan techniques, develop jumputan techniques with natural dyes and appropriate business plans for development opportunities for kids wear products with natural dye jumputan techniques. The method used in this research is qualitative method. The collection techniques used are literature study, observation, interviews, exploration and validation of a potential target market questionnaire survey. The results of this study are children's clothing with a jumputan technique with a seven point motif. Children's clothing is produced using natural dye sappan with alum fixation. The colors applied to children's clothing are pastel tones. In the moodboard, the concept of Hope was chosen and produced using the scamper method. The children's fashion business plan uses a business model canvas with nine elements, namely geographic segments, demographic segments, psychographic segments, value propositions, channels, revenue streams, customer relationships, key resources, key activities, key partners and cost structure.

Keywords: Jumputan Fabric, Natural Coloring, Kids Wear, Business Planning