

ABSTRACT

HOME WEAR PRODUCT DEVELOPMENT IN STAYCATION PHENOMENON AND ITS BUSINESS PLANNING

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Due to the condition of Indonesia which is being hit by the global Covid-19 pandemic, many policies such as PSBB and Emergency PPKM have caused people's movement to be very limited and require them to stay at home. With these limitations, many people want to be able to take a vacation and refresh after a long time at home. However, because the regulations that prohibit people from leaving their respective areas are still in effect, a staycation trend has emerged which is an activity to stay and gather and vacation without having to leave the city where they live. Staycation itself is usually carried out in the form of lodging accommodations such as hotels, villas, apartments, and so on. Usually people who apply a modern lifestyle are among the groups who often do this staycation activity and with the existence of social media technology, many people who apply a modern lifestyle do not want to be left behind, causing consumptive nature. During the Covid-19 pandemic, Home Wear was included in the clothing products that were in demand, so there was a business plan for Home Wear clothing products on the staycation trend for people who apply a modern and consumptive lifestyle. Home Wear will be made of Euca Sateen and Rayon materials which have characters that are suitable for Home Wear and can be used for a long time. To reduce the consumptive nature of society, the Home Wear that will be made does not follow a trend of colors and patterns as well as the selection of materials that can last a long time. This study uses a qualitative method, namely literature study, observation, interviews, and exploration as well as conducting a survey through distributing questionnaires by sampling potential target market respondents. The exploration technique used is immersion in natural dyes of sappan wood on Euca Sateen material.

Keywords: Covid-19 Pandemic, Staycation, Home Wear, Modern Lifestyle, Business Planning