

ABSTRACT

The rapid development of fashion in Indonesia with the diversity of appearances from various works produced from fabrics and textiles. The use of animal and chemical materials is carried out to maintain the quality and smooth design of fashion products. Synthetic leather is present in fashion products to replace the use of genuine leather. Materials used to replace leather in various fields such as upholstery, clothing, shoes, fabrics and other uses. Synthetic leather is mostly consumed for footwear in shoes, technically this material is one of the best in its capabilities. In general, synthetic leather excels in fastness, printability, and abrasion resistance. The manufacture of products using natural or original materials has a major impact on the environment. The resulting effects can also affect the population of some animals and destabilize the surroundings. With the impact that affects the environment, especially on animals, there is an artificial or artificial skin with a material that can be said to almost resemble the skin of the animal. This synthetic material is made to minimize the use of animal skins as fashion products. In addition, the use of leather products has been widely marketed to the public. However, there is still a lack of information about the effectiveness of synthetic leather products in the community. People tend to only use leather products without knowing what ingredients are used in the products they use. Some of them may already know the advantages of synthetic leather through personal experience. Therefore, it is necessary to design information media about synthetic leather products for the community, especially teenagers. The author hopes that by making this information media, it can spread information about the advantages and disadvantages of synthetic leather fashion products.

Keywords : Fashion, Synthetic Leather,