

## **ABSTRACT**

### **READY TO WEAR DESIGN WITH URBAN STYLE AND ITS BUSINESS PLANNING ( STUDY CASE : DRAWING INSPIRATION FROM MUSICIAN KUNTO AJI)**

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*The relationship between fashion and music is interconnected, reflecting how clothing styles and music mutually influence each other to convey messages and identities. This phenomenon underscores how music, as an art form, functions as a symbol of communication, and how clothing styles can be an expression of an individual's personality and musical affiliation. In the modern era, fashion and music have become inseparable components of popular culture, both playing a role in expressing individuality, political beliefs, and ideas. From these occurrences, a need arises for fans who aspire to emulate their idols' appearances as a means of expressing their fan identity. The clothing design process is carried out using the digital pattern technique, incorporating the SCAMPER method to urban style embellishments inspired by Kunto Aji, along with design elements from the album "Mantra-mantra," while also crafting the business planning. This study employs qualitative methods such as literature review, observation, interviews, exploration, and questionnaire distribution among the target market. The aim of this research is to design and develop ready-to-wear clothing that draws inspiration from pop folk music, particularly incorporating the urban style influence from Kunto Aji. In pursuit of this goal, the digital pattern motif technique is utilized as a simple decorative element in the fashion design.*

*Keywords: Ready-to-Wear Clothing, Pop Folk Music, Urban Style, Digital Pattern, Business Opportunity.*