

ABSTRACT

DESIGN OF MODERN TRADITIONAL READY TO WEAR PRODUCTS AND ITS BUSINESS PLANNING

CASE STUDY: MUSICIAN YURA YUNITA'S CLOTHING INSPIRATION

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Music has had a significant influence on world fashion for centuries. This fashion trend towards music has changed over time, giving rise to new fashion icons from other musical genres. The clothing and accessories worn by artists and their followers serve as symbols of the type of music they represent. These shows not only reveal a person's musical preferences but also give them a platform to express themselves and show their allegiance to a particular musical subgenre. Music is a lifestyle role model for society and a fashion idol. This opens up commercial prospects for the fashion sector, as music fans have the potential to become a market for goods influenced by the personal fashion tastes of popular singers. This research looks at phenomena that occur in Indonesia, singer Yura Yunita has a significant influence on the music business. Yura Yunita's character seems to emulate the musician's sense of style, which opened the door for modern ready-to-wear creations with traditional influences. The fashion design is done using toyobo cotton, brocade fabric and using embroidery techniques with melur or jasmine flower motifs as well as designing a business plan. This study uses qualitative methods with data collection techniques of literature studies, observations, interviews, exploration and distribution of questionnaires with purposive sampling method on the potential of the target market. The end result of this research is to make modern traditional ready-to-wear clothes using embroidery techniques as simple clothing decorations in accordance with modern traditional styles.

Keywords: Music Fans, Yura Yunita, Hatred, Modern Traditional, Ready To Wear, Business Planning