

ABSTRACT

FASHION PRODUCT DESIGN WITH GOTHIC STYLE INSPIRATION FOR POST PUNK MUSIC LOVERS USING SCREEN PRINTING TECHNIQUES AND BUSINESS PLANNING

By

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Fashion is a manifestation of diverse individual tastes and serves as a communication tool with certain meanings behind each fashion choice. According to Malcolm Barnard (Mukhlis Ramadhan, 2019), fashion comes from the Latin word "factio" which means "to make," so it can be considered as a person's creative act. Fashion also reflects social status and personal statements, as seen in post-punk music fans who adopt Gothic fashion styles. Through an interview with members of Surabaya post-punk band Mmarkos, it was revealed that although the band is post-punk, they adopt Gothic fashion styles that are often obtained through thrifting due to the scarcity of Gothic brands in Indonesia. To overcome this problem, the author created clothing with Gothic style inspiration for millennials and Z generations by developing Gothic clothing using screen printing techniques, in addition to designing clothing using denim and cotton materials, and conducting business planning. This research uses qualitative methods with data collection techniques of literature study, observation, interviews, exploration and distributing questionnaires with purposive sampling method to potential target markets. The final result of this research is to create a streetwear style using screen printing techniques for clothing decoration.

Keyword: Fashion, Gothic, Post Punk, Screen Printing, Streetwear