

## DAFTAR ISI

|   |            |
|---|------------|
| <b>ABSTRAK</b> .....                              | <b>ii</b>  |
| <b>ABSTRACT</b> .....                             | <b>iii</b> |
| <b>KATA PENGANTAR</b> .....                       | <b>v</b>   |
| <b>DAFTAR ISI</b> .....                           | <b>vii</b> |
| <b>DAFTAR GAMBAR</b> .....                        | <b>ix</b>  |
| <b>DAFTAR TABEL</b> .....                         | <b>xi</b>  |
| <b>Bab I Pendahuluan</b> .....                    | <b>6</b>   |
| I.1 Latar Belakang Masalah.....                   | 6          |
| I.2 Identifikasi Masalah .....                    | 8          |
| I.3 Rumusan Masalah .....                         | 8          |
| I.4 Batasan Masalah.....                          | 8          |
| I.5 Tujuan Penelitian .....                       | 9          |
| I.6 Manfaat Penelitian .....                      | 9          |
| I.7 Metode Penelitian.....                        | 9          |
| I.8 Kerangka Penelitian .....                     | 10         |
| I.9 Sistematika Penulisan .....                   | 12         |
| <b>BAB II Tinjauan Pustaka</b> .....              | <b>13</b>  |
| II.1 Unsur Rupa .....                             | 13         |
| II.2 Pengertian <i>Beads</i> .....                | 21         |
| II.2.1 Jenis-jenis <i>beads</i> .....             | 22         |
| II.3 Pengertian sulam .....                       | 23         |
| II.3.1 Jenis-jenis sulam .....                    | 24         |
| II.4 Busana .....                                 | 25         |
| II.5.2 <i>Pop Art</i> .....                       | 28         |
| <b>Bab III Data dan Analisa Perancangan</b> ..... | <b>29</b>  |
| III.1 Data .....                                  | 29         |
| III.1.1 Data primer.....                          | 29         |
| III.2 Data Sekunder .....                         | 47         |
| III.3 Analisa perancangan .....                   | 48         |
| <b>BAB IV Konsep dan Hasil Perancangan</b> .....  | <b>51</b>  |
| IV.1 Deskripsi Perancangan .....                  | 51         |
| IV.2 Analisa Brand pembanding .....               | 52         |
| IV.3 KONSEP MOODBOARD .....                       | 55         |
| IV.4 Target Market.....                           | 56         |
| IV.5 Konsep lifestyle board.....                  | 57         |
| IV.6 Desain Produk .....                          | 57         |
| IV.6.1 Sketsa produk .....                        | 57         |
| IV.6.2 Desain terpilih .....                      | 59         |
| IV.7 Flat drawing .....                           | 60         |
| IV.8 Konsep <i>Mercandise</i> .....               | 63         |
| IV.9 Visualisasi Produk Akhir .....               | 66         |
| <b>BAB V Kesimpulan dan Saran</b> .....           | <b>70</b>  |

|     |                  |    |
|-----|------------------|----|
| 5.1 | Kesimpulan ..... | 70 |
| 5.2 | Saran.....       | 72 |