

ABSTRACT

Aesthetic elements in products includes how to design a design so that they can influence the perception of the recipient. The emergence of a gen-z terminology, namely "internet aesthetics", gives a new meaning to the word "aesthetics" itself. Internet aesthetics, which is basically the result of the manifestation of postmodern aesthetic forms that have developed on the internet, is an illustration of their efforts in developing their identity. The implementation of it is to wear clothing that has a selected aesthetic style. Shoes, which are the most popular type of apparel for all ages, have good potential if they are developed by analyzing phenomenon and trends that are popular among people. Mary jane, a women's shoe model known for its distinctive design, is back on the fashion trend wheel. This thesis aims to take advantage of the phenomenon of applying postmodern aesthetics to an apparel product that is becoming popular again and create a mary jane model shoe design that is influenced by the aesthetic. This design uses descriptive qualitative to gather data. Data was collected by conducting a questionnaire and poll involving 52 female respondents who own and have used mary jane shoes. The goal is to produce a women's shoes, Mary jane by applying the postmodern aesthetic "coquette".

Keywords: Aesthetics, Shoes, Trend, Visual, Women