

## **ABSTRACT**

### ***DESIGNING SEMI FORMAL BATIK WORK ATTIRE BY APPLYING BATIK PEKALONGAN FABRIC AND THE BUSINESS PLAN***

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*The #BerkainGembira campaign is an effort to introduce and promote Indonesian traditional textiles. Indonesian textiles are currently used in various forms, from sheets of cloth to clothing, which can be worn everyday, such as for events or at work. In Indonesia, there are regulations regarding the use of batik clothing at work. Pekalongan batik is one of the batiks that has a variety of colors and motifs. Based on this phenomenon and the need for the use of batik work attire, the design of semi-formal batik work attire with the application of Pekalongan batik is the solution. The design of this study uses materials that are suitable for work clothes such as non-transparent and light enough, as well as loose silhouettes to make it easier for career women to mobilize when working. The method in this study uses a qualitative method with the use of data collection techniques such as literature studies, observations, interviews and questionnaires. The final result of this study is a semi-formal batik work attire product with the application of Pekalongan batik using the mix-material technique and also its business planning. The business planning for the products made is compiled using the Business Model Canvas (BMC) with adjustments to the value and needs of the target market.*

*Keywords: Business planning, career women, Pekalongan batik, work attire.*