

ABSTRACT

The issue of textile waste in the fashion industry remains a problem that requires many solutions today. Textile waste is the second worst environmental polluter globally, reaching significant numbers, particularly in Indonesia, where 33 million tons of clothing are produced each year. The 3R strategy (Reduce, Reuse, & Recycle) has been implemented to address this issue, one of which is through the application of the Reduce strategy, using the zero waste design method. In this case, the zero waste fashion design (ZWFD) technique becomes an effective alternative to reduce pre-production waste. However, the differences in the design process between ZWFD and conventional methods create challenges for new designers. ZWFD designers must be involved in the entire process, including pattern making, to control the percentage of fabric waste. Based on interviews with new ZWFD designers at Telkom University Bandung, who participated in ZWFD design workshops, it was revealed that their difficulties lie in determining conceptual ideas and selecting suitable zero waste techniques. This research aims to map the design flow model and thought process of new ZWFD designers. Observations were conducted on new designers as research subjects to understand their thought process in designing with the ZWFD method. The design results were then analyzed to obtain an accurate mapping of the ZWFD design model that can be used by new designers, as well as an analysis of the self-awareness impact on new designers after implementing ZWFD design. This research is expected to serve as a reference for new ZWFD designers to develop innovations and gain a deeper understanding of sustainable fashion design using the zero waste design method.

Keywords: Design Flow, Zero Waste Fashion Design, Design Flow Model, Self-Awareness