

## DAFTAR ISI

|  |      |
|--|------|
| ABSTRAK.....                                       | i    |
| ABSTRACT.....                                      | ii   |
| HALAMAN PENGESAHAN .....                           | iii  |
| PEDOMAN PENGGUNAAN LAPORAN TUGAS AKHIR .....       | iv   |
| HALAMAN PERUNTUKAN .....                           | v    |
| KATA PENGANTAR .....                               | vi   |
| DAFTAR ISI.....                                    | vii  |
| DAFTAR LAMPIRAN.....                               | ix   |
| DAFTAR GAMBAR .....                                | x    |
| DAFTAR TABEL.....                                  | xiii |
| <br>   |      |
| BAB I      PENDAHULUAN.....                        | 1    |
| I.1 Latar Belakang.....                            | 1    |
| I.2 Identifikasi Masalah .....                     | 3    |
| I.3 Rumusan Masalah.....                           | 3    |
| I.4 Batasan Masalah .....                          | 4    |
| I.5 Tujuan Penelitian .....                        | 4    |
| I.6 Manfaat Penelitian .....                       | 5    |
| I.7 Metodologi.....                                | 5    |
| I.8 Sistematika Penulisan .....                    | 6    |
| <br>   |      |
| BAB II     TINJAUAN PUSTAKA .....                  | 8    |
| II.1 Gaya Hidup .....                              | 8    |
| II.1.1 Gaya Hidup .....                            | 8    |
| II.1.2 Gaya Hidup Sehat.....                       | 8    |
| II.1.2.1 <i>Food Combining</i> .....               | 11   |
| II.1.2.2 Produk Organik .....                      | 12   |
| II.1.3 Masyarakat Perkotaan .....                  | 13   |
| II.1.3.1 Klasifikasi Masyarakat Perkotaan          |      |
| Berdasarkan Pekerjaan.....                         | 14   |
| II.1.3.1.1 Pekerja Formal .....                    | 14   |
| II.1.3.1.2 Pekerja Informal .....                  | 15   |
| II.2 <i>Fashion</i> .....                          | 15   |
| II.2.1 <i>Haute Couture</i> .....                  | 16   |
| II.2.2 <i>Ready To Wear</i> .....                  | 17   |
| II.2.2.1 <i>Luxury Brand</i> .....                 | 18   |
| II.2.2.2 <i>Mass Market</i> .....                  | 18   |
| II.3 Klasifikasi Busana Berdasarkan Kegiatan ..... | 21   |
| II.3.1 Busana Rekreasi .....                       | 21   |
| II.3.2 Busana Kerja .....                          | 22   |
| II.4 Desain Busana .....                           | 23   |
| II.4.1 Unsur Desain Busana .....                   | 24   |
| II.4.2 Prinsip Desain Busana .....                 | 31   |

|          |  |     |
|----------|--|-----|
| II.5     | Tekstil.....   | 36  |
| II.5.1   | Serat Selulosa.....  | 36  |
| II.5.2   | Rekalatar.....   | 39  |
| II.5.2.1 | <i>Embroidery</i> .....                                      | 40  |
| II.6     | Suku Baduy.....  | 40  |
| II.6.1   | Tenun Baduy.....   | 43  |
| II.6.1.1 | Jenis- Jenis Kain Tenun Baduy.....                           | 44  |
| II.7     | Peluang Usaha Baru.....                                      | 49  |
| II.7.1   | Peluang Usaha Baru <i>Fashion</i> .....                      | 50  |
| II.7.2   | <i>Business Modal Canvas</i> .....                           | 51  |
| BAB III  | KONSEP DAN PROSES BERKARYA.....                              | 54  |
| III.1    | Latar Belakang Perancangan.....                              | 54  |
| III.1.1  | Data Lapangan.....   | 54  |
| III.1.2  | Eksplorasi Awal.....   | 60  |
| III.1.3  | Analisa Perancangan.....                                     | 64  |
| III.2    | Konsep Perancangan.....                                      | 65  |
| III.2.1  | Analisa Brand Pemandangan.....                               | 65  |
| III.2.2  | Deskripsi Konsep.....  | 68  |
| III.2.3  | Konsep <i>Image Board</i> .....                              | 71  |
| III.2.4  | Konsep <i>Lifestyle board</i> .....                          | 72  |
| III.3    | Hasil Eksplorasi.....  | 74  |
| III.3.1  | Eksplorasi Lanjutan.....                                     | 74  |
| III.4    | Desain Produk.....   | 75  |
| III.4.1  | Sketsa Desain Produk.....                                    | 75  |
| III.4.2  | Proses Produksi.....   | 85  |
| III.4.3  | Konsep <i>Merchandise</i> .....                              | 88  |
| III.5    | Produk Akhir.....  | 92  |
| III.5.1  | Visualisasi Produk.....                                      | 92  |
| III.5.2  | Visualisasi <i>Merchandise</i> .....                         | 102 |
| III.6    | Perencanaan Bisnis Menggunakan<br>Business Model Canvas..... | 99  |
| BAB IV   | KESIMPULAN DAN SARAN.....                                    | 108 |
| IV.1     | Kesimpulan.....  | 108 |
| IV.2     | Saran.....   | 109 |
|          | DAFTAR PUSTAKA.....  | 111 |
|          | LAMPIRAN.....  | 113 |