

ABSTRACT

Freelance is a way of working where an area of work is carried out by someone independently, not bound by a contract or agreement with a company or the person who employs it. Being a Freelancer can be done in Full time or part time. Some freelancers run this profession outside of their main job, or as a side. However, some people also make freelancers their main job, because they want to be free to work or work. According to data from the Central Statistics Agency (BPS) at the end of 2018, as many as 56.8% of Indonesians currently work in the informal sector, which is accompanied by an increase in the number of workers who are entrepreneurs in Indonesia, including freelancers or freelancers. With this freelance job especially as a designer, they can do their jobs anywhere such as cafes, parks, coworking spaces, and other public places. Not a few freelancers who have private work areas and do their work in their place of residence. During the process the designer will certainly sit with a time that reaches 3 hours or more. From the data the writer made through observations and interviews with freelancers and practitioners in the field of shoes, regarding environmentally friendly materials and about the brand image of local shoes in the eyes of sneakers lovers. The authors found opportunities that environmentally friendly materials were still not the first choice, and considering sneakers lovers among freelancers are very high.

Keywords: Freelancer, Sneakers, eco-Friendly

DAFTAR ISI

LEMBAR PERSETUJUAN	ii
LEMBAR PENGESAHAN	iii
HALAMAN PERNYATAAN	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR	6
BAB I	7
PENDAHULUAN	7
1.1 Latar Belakang	7
1.2 Identifikasi Masalah	9
1.3 Rumusan Masalah	9
1.4 Batasan Masalah	9
BAB II	10
KAJIAN UMUM	10
2.1 Landasan Teoritik	10
2.1.1 Pengertian Pekerja Lepas	10
2.1.2 Data Freelancer di Indonesia	12
2.1.4 Jenis-Jenis Sepatu	14
2.1.4 Sneakers	17
2.1.4.1 Anatomi Sneakers	18
2.1.4.2 Skena Sneakers Lokal	19
2.1.4.3.1 Muskin	22
2.1.4.3.2 Vegetable Tanned Leather	26
2.1.4.3.3 Suede	27
2.1.4.4 Aspek Visual	29
2.2.1 Jenis Jenis Warna	30
1. Warna primer	30
2. Warna Sekunder	30
3. Warna Tersier	31

2.2.1 Tren Sneakers.....	31
BAB III.....	35
TUJUAN DAN MANFAAT	35
3.1 Tujuan Perancangan	35
BAB IV	37
METODOLOGI PENELITIAN.....	37
4.1 Metode Penelitian.....	37
4.1.1 Pendekatan Penelitian	37
4.1.2 Teknik Pengambilan Data	37
4.2 Metode Perancangan	38
4.2.1 Pendekatan Perancangan	38
4.2.2 Teknik Analisa Data.....	38
BAB V	39
PEMBAHASAN ANALISA.....	39
5.1 Studi Analisa Kebutuhan.....	39
5.2 Studi Analisa Jenis Sepatu	39
5.3 Komparasi Material.....	42
5.3.1 Studi Analisa Material.....	43
5.3.1.1 Pemilihan Material Muskin (Mushroom Skin Leather) dan Vegetable Tanned Leather	43
5.4 Komparasi Visual.....	44
5.5 Analisa Anatomi Sneakers	45
5.3 Hipotesa Desain.....	46
5.3.1 S.W.O.T.....	46
5.3.2 5W+1H.....	48
5.3.3 Term of References	49
BAB VI.....	50
KONSEP PERANCANGAN DAN VISUALISASI KARYA.....	50
6.1 Konsep Perancangan	50
6.1.1 Mind Map.....	50
6.1.2 Image Board.....	51

6.2 Proses Perancangan	53
6.2.1 Sketsa Konsep Desain	53
6.2.2 Sketsa Alternatif.....	53
6.3 Sketsa Terpilih.....	54
6.3.1 Sketsa Rendering.....	55
BAB VII	58
KESIMPULAN DAN SARAN	58
7.1 Kesimpulan.....	58
7.2 Saran.....	58
BAB VIII.....	59
RANCANGAN ANGGARAN BIAYA.....	59

Daftar Gambar

Gambar 2.1	12
Gambar 2.2	13
Gambar 2.3	14
Gambar 2.4	14
Gambar 2.5	15
Gambar 2.6	18
Gambar 2.7	19
Gambar 2.8	19
Gambar 2.9	19
Gambar 2.10	21
Gambar 2.11	22
Gambar 2.12	23
Gambar 2.13	24
Gambar 2.14	24
Gambar 2.15	25
Gambar 2.16	26
Gambar 2.17	31
Gambar 2.18	32
Gambar 2.19	33
Gambar 6.1	49
Gambar 6.2	50
Gambar 6.3	51

Gambar 6.4	52
Gambar 6.5	53
Gambar 6.6	53
Gambar 6.7	54
Gambar 6.8	55
Gambar 6.9	55
Gambar 6.10	56

