

ABSTRACT

FASHION PRODUCT DESIGN WITH INDIE POP MUSIC MOVEMENT INSPIRATION FOR LITERATION COMMUNITY IN KINERUKU LIBRARY

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The development of the creative industry in Bandung is influenced by the formation of diverse communities one of which is the Bandung Literary community whose main goal is to develop literacy in the Bandung community, especially young people. The purpose of literacy here is not only to read and write but to focus on the process of delivering information that can be easily accessed by the public. The Bandung Literary Community is pioneered by the Alternative Kineruku Library which provides a variety of information about literature, music and film. One of the creative industries affected by the Kineruku Library is the indie music industry in Bandung. This is evidenced by the various types of information about music provided by Kineruku. Kineruku also actively distributes the works of local indie musicians.

This research departs from the discovery of information in Kineruku about the Indie Pop music movement initiated by an independent record label, Sarah Records in Bristol, England. The spirit of Sarah Records is to fight the system of capitalism in the pop music industry which removes the essence of music itself. So Sarah Records became a shelter for independent bands in the 80s to 90s. According to Sarah Records, pop music should be created with full fun and passion of young people not merely being a means of making money.

This spirit of Sarah Records first entered Indonesia through the work of the Pure Saturday Band. At present, Bandung's indie music scene continues to grow marked by the emergence of new indie bands such as Bleu House. The spirit of Bleu House's music itself is still adapting to the idealism of the Indie Pop music movement, but the type of genre played by Blue House is Electro Pop. Bleu House band is a representation of Bandung's indie music scene in this study.

The music scene itself truly will never be separated from fashion, therefore researchers are inspired by the Indie Pop music movement, Bleu House dress style and Bandung indie music scene to then be applied to the design of fashion products.

Keywords: Bandung literary community, Sarah Records, Indie Pop movement, indie music scene, fashion product