

ABSTRACT

MODEST WEAR PRODUCT DESIGN FOR WOMEN IN HIJAB TO SUPPORT HISTORIC TOURING ACTIVITIES

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The city of Bandung is known for its many historic old buildings that have high historical value. With the many historical tours in Bandung, various history-loving communities have been created, one of which is the Aleutian community, which is consistent with the history education of Bumi Priangan and was officially established in 2006. The form of the event is to walk around the city of Bandung to find out more about historical sites. The Aleut Community is known for its agenda of activities, namely 'Ngaleut' which means walking hand in hand, this activity is carried out using the walking method to visit historical places. However, not only 'Ngaleut', the Aleut Community creates activities with the touring method, namely 'Momotoran' whose aim is to reach historical places that previously could not be reached by walking or 'Ngaleut' methods. As a known and active Bandung historical community, this 'Momotoran' activity has the potential to be adapted to other history-loving communities in the future. It is known from the results of interviews and observations, with the large number of participants or members participating in this historical touring activity which is dominated by women. hijab. The existence of activities in this historical tour, one of which is for the 'Momotoran' activity, there is an opportunity to design modest wear clothing products that prioritize comfort by adding aesthetic elements inspired by the city of Bandung, both historical and interesting things from the city of Bandung and in accordance with the activities This is especially true for women who wear the hijab. However, there is no modest wear brand that focuses on facilitating this 'Momotoran' historical touring activity. This study uses qualitative methods with data collection techniques in the form of literature studies, interviews, and observations through social media. In addition, this study also explores the elements in the Lautze 2 Bandung Mosque to be used as decorative elements which will then be applied through embroidery techniques.

Keywords: Aleut Community, 'Momotoran', modest wear, women with hijab