

ABSTRACT

The COVID-19 pandemic has made people in Indonesia experience an increase in the trend of a healthy lifestyle. One of the healthy lifestyles that is carried out is to consume caffeine in coffee without sugar because it is a necessity for the body. The pandemic also created a work system that was divided into two, namely the WFH (Work From Home) and WFO (Work From Office) work systems. From the phenomenon that occurs, it can give rise to a new need for healthy lifestyle activists as well as workers, especially women who have a tendency to choose or use work clothes that are suitable for use when working in the office, home, or other places such as coffee shops. Female workers with a healthy lifestyle will pay attention to the quality of fashion materials for their comfort, and they have more awareness of environmental health, one of which is supporting the existence of slow fashion products in order to reduce the impact of fashion waste. The design is carried out using environmentally friendly materials from natural fiber fabrics by utilizing natural dyes from kaskara coffee skin waste as a new innovation in textile natural dyes, as well as designing its business planning. This research uses qualitative methods with data collection techniques for literature studies, observations, interviews, exploration and dissemination of questionnaires to the target market. The final result of this study is to make semi-formal work clothes for women to live a healthy lifestyle using natural dyes of kaskara coffee skin waste by utilizing design techniques, namely dipping techniques and sashiko techniques as simple fashion decorations.

Keywords : Healthy Lifestyle, Women's Semi-Formal WorkWear, Slow Fashion, Cascara Coffee Skin, Business Opportunities