

ABSTRACT

DESIGNING LEISURE WEAR PRODUCTS WITH TIE DYE TECHNIQUE AS A BUSINESS PLANNING FOR TRAVELING NEEDS IN THE TROPICS

By

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Fashion is a person's style of dress that can reflect a person's identity. Fashion comes from the Latin, *factio*, which means to make or do. Therefore, the meaning of the original word Fashion refers to activities. Fashion is something that a person does. Dress style, hairstyle, taste in music and movies, and lifestyle belong to the style of a person that reflects his identity. A person's lifestyle can be judged from his daily life, in modern society, lifestyle helps to define a person's attitudes, values, wealth, and social position (Chaney, 2004). The use of dyes and fabrics that can be decomposed can be classified as environmentally friendly fashion has many good impacts on the environment. This research uses a qualitative type of research. Data sources are generated from literature studies, observations, interviews, explorations, and surveys / questionnaires. Data collection based on sources related to traveling, *ikat dip*, and Leisure Wear. With the aim of producing business planning with the results of designing Leisure Wear products for traveling in the tropics.

Keywords : Fashion, Lifestyle, Traveling, Tie-Dye, Leisure Wear, The Tropics.