

## **ABSTRACT**

### **DESIGNING CONVERTIBLE WORK CLOTHES FOR WOMEN CAREER DI JAKARTA WITH BUSINESS PLANNING**

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*The increase in the number of women's careers in Jakarta in recent years is based on the large number of women who want to become women's careers and have their own income. In their daily work lives, women's careers also have other activities after their time at work, such as meeting friends, colleagues, or attending events. So, it makes women's careers require various types of clothing with different styles so that they can easily carry excess items. Based on the phenomenon that occurs, convertible clothes are the solution for women's career who want to wear one type of clothing that has different types of styles so it can be used on various occasions. The design of this research uses materials that are not easily wrinkled so as to make women's careers in mobilization easier according to the characteristics of Jakarta workers who are fast and dynamic. This study uses qualitative methods and semi-qualitative techniques like literature studies, interviews, observations, and questionnaires. The outcome of this research is to make work clothes with the principle of convertible clothes that can be used in formal and non-formal events and apply techniques such as stitching as decorative elements. The business planning of the products produced is prepared using the Business Model Canvas (BMC) according to the values and needs of the target market.*

*Keywords: Woman career, convertible clothes, work clothes, Jakarta, business plan.*