

ABSTRACT

DESIGNING WOMEN'S MODEST WEAR FOR URBAN STAYCATION AND BUSINESS PLANNING

By

ROSADA INTAN PRAWITA

1605190055

(Textile Craft and Fashion Study Program)

After 2 years of the covid-19 pandemic, the government revoked the PPKM policy, with the revocation of the decision an increasing number of people are doing outdoor activities, such as staycation in urban areas. With the increasing interest of people doing a staycation in urban areas, the need for fashion for a staycation in urban areas also increases. On the other hand, modest wear is now starting to be accepted in the Indonesian market and demand. The phenomenon that occurs, can create a need for people, especially women, to choose or use modest wear for staycation in urban areas. Staycation in urban areas is usually done in lodging such as hotels, apartments, and so on. People during staycation will pay attention to clothing and quality of materials for comfort while doing activities. Product design is done by prioritizing to use of materials that do not wrinkle easily, such as polyester and snow sheer. This research uses a qualitative method with data collection methods of literature study, observation, interviews, exploration, and distributing questionnaires to a sampling of potential target markets. The result of this research is to create modest wear for women who like to do a staycation in urban areas by utilizing the background design technique, namely the embroidery technique as a simple fashion decoration. As well as business planning for modest wear products that have the opportunity as alternative products for the target market.

Keywords: *Modest Wear, Staycation, Business planning*