

ABSTRACT

DESIGNING A WEAR RESORT FOR STAYCATION IN TROPICAL BEACH AREA AND ITS BUSINESS PLAN

By

NURANNISA LATHIZAIFAH

NIM : 1605193118

(Program Studi Kriya Tekstil dan Fashion)

One of the government's efforts to improve the tourism aspect affected by the pandemic is the announcement from the World Health Organization (WHO) that the pandemic status has officially ended. This has triggered a trend of staycation tourism activities that have increased since the pandemic until now. One type of beach that is suitable for a staycation is a tropical beach. This is in line with Indonesia being an archipelago located in the tropics and tropical beach tourism is one of the main tourism sectors in Indonesia. Therefore, a suitable fashion trend for a tropical beach staycation is resort wear. This research uses qualitative methods with data collection techniques of literature study, brand observation, interviews, exploration and distribution of potential target market sampling questionnaires. Based on the results of observations, interviews and questionnaires, the design was carried out using materials from natural fiber fabrics, what is linen fabrics. The final result of this research is to design resort wear clothing for women who do staycation activities in tropical beach areas by using linen fabric as the main material and utilizing embroidery techniques as a simple decorative element in clothing and create a new business plan for the product that has the opportunity as an alternative product for the target market.

Keywords : Staycation, Resort wear, Tropical beach, Embroidery, Business plan