

ABSTRACT

MODEST WEAR DESIGN USING PAPUA BATIK WASTRA MOTIF APPLICATION AND BUSINESS PLANNING

By

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This research aims to develop the Indonesian fashion industry by designing garments that utilize local textiles, specifically Papua batik. The design process includes observation, data collection, concept development, and exploration of design and decorative techniques such as embroidery. The results indicate that the garments are designed with comfortable, sweat-absorbing, and wrinkle-resistant materials, marketed separately as tops and bottoms. The proposed design is simple, flexible, and features earth tone colors for a peaceful impression. Additionally, the Business Model Canvas (BMC) technique is employed to develop an effective marketing strategy by analyzing key aspects such as customer segments, value propositions, and distribution channels. Branding strategies are also applied to create a strong brand identity, ensuring that the packaging is not only practical but also reflects the brand's character, supporting the overall marketing strategy and enhancing brand appeal in the market.

Keywords: *Modest Wear, Batik Textiles, Papua Batik*