

ABSTRACT

ACTIVEWEAR CASH DESIGN AS SUPPORTING SME TAEKWONDO TELKOM UNIVERSITY

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This research highlights the phenomenon of increasing public interest, especially students, in the sport of Taekwondo in Indonesia, with a focus on the Telkom University Taekwondo Student Activity Unit (UKM). Currently, these SMEs are experiencing difficulties in meeting the need for appropriate and representative training clothing. Therefore, this research aims to develop special uniforms based on activewear designs as the identity and routine training needs of Telkom University Taekwondo UKM, with the main focus on female members.

This research method involves observing and interviewing Telkom University Taekwondo UKM members to understand their needs and preferences regarding training uniforms. Next, a design approach was used to design activewear uniforms that not only meet the technical needs of training, but also reflect the UKM's identity and provide comfort and flexibility in movement. It is hoped that this research can contribute to improving the quality of training and strengthening the identity of Telkom University Taekwondo UKM, as well as becoming a guide for the development of similar uniforms at other institutions.

Keywords: activewear, identity, student activity unit, uniform design, Taekwondo,