

ABSTRACT

DESIGNING UNISEX CHILDREN’S CLOTHING FOR CAMPING ACTIVITIES ACCORDING TO FAMILY TOURISM TRENDS

by

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Currently, there is a growing trend in Indonesian society, namely family vacations. Based on data, nature tourism is a tourist activity that is mostly chosen by families with personal escape motives or family with children aged 5 – 14 years. The most popular activity is camping, with a rate of 69,2%. Camping with children requires clothing that supports their activities during the camping trip. However, there are not many outdoor wear brands that offer children’s camping clothing with decorative elements resulting limited variety. Based on this data, there is an opportunity in designing unisex children’s clothing aligned with the family tourism trend for camping activities by incorporating decorative elements. The focus of this study is the design of unisex children’s clothing aligned with family tourism trends for camping activities, incorporating embroidery as a decorative element. This study using qualitative method, utilizing data collection techniques such as literature review, observation, interviews, questionnaires, and exploration. The output of this research is a collection of unisex children’s clothing with embroidered patches as decorative elements that can support camping activities in line with family tourism trends.

Keywords: camping, decorative elements, embroidery, family tourism, trends, unisex children’s clothing