

ABSTRACT

THE APPLICATION OF REDESIGN CONCEPTS IN REPURPOSING YARN PRODUCTION WASTE AT “KAMPOENG RADJOET” TO ENHANCE THE MARKET VALUE OF FESYEN PRODUCTS

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The knitting industry situated in Kampoeng Radjoet, Bandung, produces residual yarn quantities that are substantial yet remain underutilized. These waste materials pose potential environmental risks if not managed appropriately. This study aims to implement the Redesign concept in the processing of leftover yarn to enhance the commercial value of fashion products while upholding sustainability principles. The employed methodology is qualitative and exploratory, utilizing literature review, observation, interviews, and design technique exploration. The techniques applied encompass a combination of circular knitting and square loom weaving to produce garments such as batwing blouses and vests from the residual yarn. Findings indicate that the Redesign approach can transform yarn waste into fashion products characterized by aesthetic appeal, functionality, and market potential. Consumer perception testing reveals that the majority of respondents find the products visually appealing, unique, and wearable, albeit with considerations regarding stylistic appropriateness and communication of sustainability messages. Conclusively, this research demonstrates that valorizing residual yarn through Redesign not only contributes to textile waste reduction but also offers economic opportunities for local artisans and produces products aligned with current market trends.

Keywords: Kampoeng Radjoet, Waste, Fashion Products, Redesign,