

## DAFTAR ISI

*Halaman*

|                                                             |             |
|-------------------------------------------------------------|-------------|
| <b>LEMBAR PENGESAHAN .....</b>                              | <b>ii</b>   |
| <b>LEMBAR ORISINALITAS .....</b>                            | <b>iii</b>  |
| <b>KATA PENGANTAR.....</b>                                  | <b>iv</b>   |
| <b>DAFTAR ISI.....</b>                                      | <b>v</b>    |
| <b>DAFTAR TABEL.....</b>                                    | <b>viii</b> |
| <b>DAFTAR GAMBAR.....</b>                                   | <b>ix</b>   |
| <b>DAFTAR LAMPIRAN .....</b>                                | <b>xi</b>   |
| <b>ABSTRAK .....</b>                                        | <b>xii</b>  |
| <b>ABSTRACT .....</b>                                       | <b>xiii</b> |
| <b>BAB 1 PENDAHULUAN .....</b>                              | <b>1</b>    |
| <b>1.1. Latar Belakang.....</b>                             | <b>1</b>    |
| <b>1.2. Rumusan Masalah.....</b>                            | <b>3</b>    |
| <b>1.3. Tujuan Penelitian .....</b>                         | <b>3</b>    |
| <b>1.4. Manfaat Penelitian .....</b>                        | <b>3</b>    |
| <b>1.5. Batasan Masalah .....</b>                           | <b>3</b>    |
| <b>1.6. Metode Penelitian.....</b>                          | <b>4</b>    |
| <b>1.1.1. Empathize - Berempati .....</b>                   | <b>4</b>    |
| <b>1.1.2. Define - Mendefinisikan Masalah.....</b>          | <b>5</b>    |
| <b>1.1.3. Ideate - Mengembangkan Ide.....</b>               | <b>5</b>    |
| <b>1.1.4. Prototype - Membuat Purwarupa .....</b>           | <b>5</b>    |
| <b>1.1.5. Test - Menguji.....</b>                           | <b>5</b>    |
| <b>BAB 2 STUDI LITERATUR .....</b>                          | <b>7</b>    |
| <b>2.1. Trend <i>Athleisure</i> .....</b>                   | <b>7</b>    |
| <b>2.2. <i>Athleisure</i> Pada Atlet Basket Remaja.....</b> | <b>7</b>    |

|                                      |                                                  |           |
|--------------------------------------|--------------------------------------------------|-----------|
| 2.3.                                 | Sepatu Basket Atlet Remaja.....                  | 8         |
| 2.4.                                 | Anthropometri Sepatu Basket .....                | 9         |
| 2.5.                                 | Tipe Telapak Kaki Atlet Basket Remaja .....      | 10        |
| 2.6.                                 | <i>Brand archetype</i> .....                     | 11        |
| 2.7.                                 | Atlet Metroseksual .....                         | 21        |
| 2.8.                                 | Studi Eksisting.....                             | 22        |
| <b>BAB 3 STUDI LAPANGAN.....</b>     |                                                  | <b>26</b> |
| 3.1.                                 | Analisis Karakteristik Pengguna .....            | 26        |
| 3.1.1.                               | <i>The Ruler Archetype</i> .....                 | 26        |
| 3.1.2.                               | <i>The Outlaw Archetype</i> .....                | 29        |
| 3.1.3.                               | Analisis FGD.....                                | 32        |
| <b>BAB 4 STUDI DAN ANALISIS.....</b> |                                                  | <b>38</b> |
| 4.1.                                 | Analisis Kebaruan .....                          | 38        |
| 4.1.1.                               | Kebaruan Fungsi .....                            | 38        |
| 4.1.2.                               | Kebaruan Styling.....                            | 42        |
| 4.2.                                 | Analisis Gaya Desain.....                        | 45        |
| 4.2.1.                               | Anatomi Sepatu .....                             | 45        |
| 4.2.2.                               | client board .....                               | 46        |
| 4.2.3.                               | Analisis warna .....                             | 47        |
| 4.2.4.                               | Kriteria Desain Pengguna <i>The Ruler</i> .....  | 48        |
| 4.2.5.                               | Kriteria Desain Pengguna <i>The Outlaw</i> ..... | 49        |
| 4.2.6.                               | Mood Board .....                                 | 50        |
| 4.3.                                 | Analisis Ergonomi .....                          | 52        |
| 4.3.1.                               | Analisis Ukuran Sepatu .....                     | 53        |
| 4.3.2.                               | Bentuk Telapak Kaki.....                         | 53        |
| <b>BAB 5 VISUALISASI KARYA .....</b> |                                                  | <b>55</b> |
| 5.1.                                 | Sketsa Desain .....                              | 55        |

|                                         |                                                     |    |
|-----------------------------------------|-----------------------------------------------------|----|
| 5.2.1.                                  | Final Desain Sketsa <i>The Ruler</i> .....          | 59 |
| 5.2.2.                                  | Final Desain Sketsa <i>The Outlaw</i> .....         | 60 |
| 5.3.                                    | Analisis Proses Produksi.....                       | 61 |
| 5.3.1.                                  | Copy Of Last.....                                   | 64 |
| 5.3.2.                                  | Membuat Pola Upper .....                            | 65 |
| 5.3.3.                                  | Pembuatan Upper .....                               | 65 |
| 5.3.4.                                  | Perakitan Komponen Upper .....                      | 66 |
| 5.3.5.                                  | Praktik Assembling.....                             | 66 |
| 5.3.6.                                  | Praktik Pemasangan Outsole .....                    | 67 |
| 5.3.7.                                  | Praktek Jahit Outsole .....                         | 67 |
| 5.4.                                    | Uji Analisis Fungsi <i>Adjustable</i> .....         | 68 |
| 5.4.1.                                  | Sistem Pengunci .....                               | 68 |
| 5.4.2.                                  | Material, <i>Lining</i> , dan <i>Adhesive</i> ..... | 69 |
| 5.4.3.                                  | Bentuk dan Desain <i>Collar</i> .....               | 69 |
| 5.5.                                    | Analisis Branding .....                             | 69 |
| 5.5.1.                                  | Nama Brand .....                                    | 69 |
| 5.5.2.                                  | Logo .....                                          | 70 |
| 5.5.3.                                  | Analisis Pricing .....                              | 71 |
| <b>BAB 6 KESIMPULAN DAN SARAN</b> ..... |                                                     | 74 |
| 6.1.                                    | Kesimpulan .....                                    | 74 |
| 6.2.                                    | Saran.....                                          | 75 |
| <b>DAFTAR PUSTAKA</b> .....             |                                                     | 76 |
| <b>LAMPIRAN</b> .....                   |                                                     | 79 |