

ABSTRACT

TEXTILE MERCHANDISE PRODUCTS FOR INTO THE LIGHT COMMUNITY USING SURFACE DESIGN

By

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Nowadays, human's life is more convenient due to the technology advances. However these particular technology advances are also the cause of new problems, one of them is cyberbullying which could make the victim to succumb to depression and encourage them to commit suicide. As a prevention of said issue, a community of young adults is established by the name of Into The Light in order to help increase awareness and give counseling to society and bullying victims. The community has helped educate people, for example through seminar, but that alone is not enough as there is also the need of exclusive merchandises for the community itself and the visitor. Therefore, in this research, the writer will recommend alternative of exclusive merchandises that could be applied as business opportunity for Into The Light community. The methods used in this research are qualitative and quantitative research methods. Qualitative method is executed by observing seminar and conducting interview with the founder, along with reviewing literature studies correlated to business opportunity. While quantitative method is done by performing surveys to Into The Light community to understand the purchase potential of the exclusive merchandises.

Keywords : Into The Light community, Cyber bullying, Merchandise Products