

## **ABSTRACT**

### ***DESIGNING MEN'S READY TO WEAR OUTFIT INSPIRED ON POPULAR ADVENTURE GENRE ANIMATION USING A DIGITAL PRINTING TECHNIQUE***

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*Indonesia is a country that welcomes to foreign culture, thus there is Japanese's culture called cosplay in this country. When this culture entered Bandung, it was easily accepted by the local youth because the city is rich in creativity and the diversities of the youth. Therefore, a community called Cosplay Bandung (COSBAN) formed in July 2008. To this day, a cosplayer is more likely to make the costume based on the "adventure" genre because of the armor design on the costume. The more detailed the costume is, it will attract the cosplayer more to make it. But because of that reason, an armor cosplay can't be used as a daily outfit even though the cosplayer wants to show it as their identity to the public. This research will use qualitative method such as literature study, field observation, interviews and experiments which hopefully can result in designing a ready-to-wear design for men inspired by the adventure genre animations using a digital printing technique.*

*Keywords: Cosplay Armor, Digital Printing, Ready to Wear*