

ABSTRACT

DESIGNING MOTIFS ON READY TO WEAR PRODUCTS WITH SURFACE DESIGN TECHNIQUES INSPIRED BY THE PHENOMENON OF BODY POSITIVITY MOVEMENT

By

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Body shaming is giving negative comments about a person's body or physical form that can cause the victim to feel offended and hurt. Body shaming can affect a person's self-image. If victims of body shaming have a negative self-image, they will take the ridicule they receive seriously so that they feel insecure, embarrassed, or inferior. In this case, it is in the form of skin problems such as cellulite, dark spots, and dull skin. Therefore, a movement is needed to change the mindset about self-image, which is commonly called body positivity. Body positivity is accepting the state of yourself completely, but there are still things that can be changed and optimized. This movement about body positivity is commonly called the body positivity movement and is increasingly being carried out by well-known designers and brands. The more widespread the body positivity movement is, the author sees the potential to develop a body positivity campaign in the form of motif design. This research includes problems and needs research using qualitative methods, namely interviews, observations, and experiments. The final result of this research is in the form of motif design that is applied to ready-to-wear fashion products with recalculation techniques. This design aims to respond to the body positivity movement phenomenon in a more innovative form, namely in the form of motif design.

Keywords: Motif, Body Positivity movement, Surface Design, Ready to Wear