

ABSTRACT

DESIGNING LOUNGEWEAR FOR BREASTFEEDING WORKING MOTHERS IN THE NEW NORMAL ERA AND BUSINESS OPPORTUNITIES

By

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Indonesia is one of the countries affected by Coronavirus Disease 2019 (COVID-19), many people affected by this phenomenon include breastfeeding mothers working with a modern lifestyle. Working breastfeeding mothers tend to be minimalist personalities and respect time. The activity patterns carried out by working breastfeeding mothers also make most of them use products that are comfortable, easy to use and simple. The research entitled "Designing Loungewear Clothing for Working Breastfeeding Mothers in The New Normal Era and Business Opportunities" has formulated the problem of how to develop loungewear clothing designs that can be used for working breastfeeding mothers, how fashion product business planning is for working breastfeeding mothers.

The purpose of this research is to develop loungewear for working and nursing The purpose of this research is to develop loungewear clothing designs for working breastfeeding mothers, to create business models for loungewear clothing products that can be used for work and breastfeeding. The research method used is quantitative in the form of questionnaires distributed to potential target markets and qualitative in the form of observations on the target market where a breastfeeding mother is working, literature study by examining various sources of information on the COVID-19 phenomenon, working breastfeeding mothers, business opportunities and data. other supporters. Then proceed with direct experiments using the pleats technique and plain woven fabric.

Keywords: Loungewear, Nursing Mothers, Pleats, Plain Weaving, Business Opportunities