

INTRODUCTION

Binong Jati Knitting Center is the largest knitting center in Bandung. One of the communities in Binong Jati Knitting Center is Kampoeng Radjoet. Since 1965 it has produced a variety of knitted products such as sweaters, cardigans, scarves, and also accessories such as bags and bandanas (Andriani 2018). The materials used in producing fashion products are cotton, viscose, acrylic, and polyester yarns. Approximately 293 home-based craftsmen are engaged in the knitting business in the Binong Jati Knitting Center and there are 400 knitting industries on the scale of the home knitting industry (Amitasyah, 2020). There are two types of machines used in Kampoeng Radjoet, namely manual knitting machines and computer knitting machines. The two types of knitting machines have different design limitations, material limitations used, workmanship processes, motif textures, and product results. Computer knitting machines can produce knitting products with varying thicknesses and diverse motifs from easy to difficult to reach with manual knitting machines.

Based on the approach with the design thinking method, an interview was conducted with Kampoeng Radjoet. As a result, the party said that Kampoeng Radjoet does not have its own characteristic knitting product design and there is no product differentiation from other local knitting brands, because the design on the product is more adaptive to observe, imitate but there is no modification. The modifications that have been made are only a few and not far from the observed brand, so the design style at Kampoeng Radjoet is still monotonous and the colors applied are less varied. The obstacles that still exist until now are the limitations on design and there is no product identity that is widely recognized by the public as Kampoeng Radjoet knitting products. To achieve this, design development is needed with the application of fashion trends which is one of the ways to get processed knitting products that have distinctive characteristics (Raidha, 2017).

The materials and machines at Kampoeng Radjoet are sufficient so that they need to be optimally improved in their utilization so that the limited design capabilities of knitting craftsmen can be overcome properly. Based on the observation of knitting brands directly or indirectly, it can be concluded that Kampoeng Radjoet's knitting products are less competitive in terms of design and branding. Therefore, product differentiation and knitting product development are needed so that Kampoeng Radjoet has a characteristic in product design and can compete with other knitting brands. The research entitled "Potential Development of Knitting Products through the Application of Trend Forecast to Fashion Products at Kampoeng Radjoet-Binong Jati" aims to optimize the utilization of facilities and materials that refer to Trend Forecast to create a knitting product design that has its own design characteristics to be different from other knitting centers.

In design development, it must achieve in developing products by producing new products from old products so as to expand the value of a product that has been adapted to market needs. It can be concluded that product development is adding value to a product that meets the needs and desires of the market. Product development includes several things in the form of determining material quality, size, shape, and so on, in order to create products or develop concepts into realizable products. It is a strategy that can be done such as improving existing products to create variations and expanding the target market to determine the segment (Muniarty, 2023). The purpose of developing a design will help in terms of increasing the sales of Kampoeng Radjoet to be recognized by some people from the distinctive identity of Kampoeng Radjoet.

Trend Forecast can predict trends with a period of five to ten years since its publication so the reference for Trend Forecast is Trendsense. In addition, Trend Forecast is used as a reference in design development and knowing market tastes (Aninda, 2021). Kampoeng Radjoet also recommended the author to develop designs related to trends as a reference for Kampoeng Radjoet in designing knitting products to have their own identity. The concept or trend will be adjusted to the material and design

according to the needs of Kampoeng Radjoet. The author will conduct research to provide solutions and help optimize the use of facilities and materials by developing product design compositions on Trend Forecast as an effort to improve product quality with designs that have uniqueness through a design thinking approach.

