

ABSTRACT

DEVELOPMENT OF LABUAN BAJO PINK BEACH VISUAL USING BIOMIMICRY METHODS WITH TECHNIQUES AND TEXTILE MATERIALS APPLIED TO FASHION PRODUCT

By

BRIGITA JOAN VAN ROOM

NIM: 160520122

(Craft Textile and Fashion Major)

Innovation in the fashion sector needs to be done in order to survive and achieve success. This innovation can be obtained in various ways, including development in product manufacturing methods or inspiration for an object. There are many inspirations that can be raised in fashion products, one of which is nature. The use of nature as a fashion inspiration, intentionally or unintentionally, is known as the Biomimicry method, namely by imitating nature in terms of appearance, color, texture, pattern, and function. Nature consists of various types, including beaches. Labuan Bajo Pink Beach is one of the beaches in Indonesia with the uniqueness of its pink sand. This study aims to develop the visual of Labuan Bajo Pink Beach using the Biomimicry method in terms of shape, texture and color of visual objects which are carried out intentionally using material processing and textile techniques in the form of wet felting, heat manipulation, beading, and embroidery which are implemented in fashion products. This study uses qualitative methods, including literature studies, indirect observation, and exploration. The final result of this research is a fashion product in the form of artwear clothing with the Pink Beach Labuan Bajo visual using a combination of material processing and textile techniques based on the Biomimicry method.

Keywords: Biomimicry, Labuan Bajo Pink Beach, Textiles, and Fashion Design