

ABSTRACT

DESIGNING LEISURE WEAR WITH THE APPLICATION OF BALINESE ENDEK FABRIC AND IT'S BUSINESS PLANNING

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Wastra is becoming increasingly popular in the fashion world and is often used in modern clothing designs that integrate traditional elements with contemporary trends. The younger generation demonstrates high creativity in creating wastra combinations, producing unique and appealing everyday fashion styles. Several local brands support casual (leisure) wear styles with a touch of wastra or local elements. However, the use of authentic Nusantara wastra in fashion is still not optimal, necessitating further development and design innovation, such as using mix-material techniques. In this design, Endek Bali fabric (ATBM) is chosen for its easily manageable characteristics and its growing business potential. There is significant potential to create leisure wear with a touch of Endek Bali fabric that can be integrated into the modern fashion style of the younger generation. This research employs a qualitative method using purposive sampling from the potential target market. The final outcome of this research is the design of leisure wear applying Endek Bali fabric in a more expressive and modern way. The business plan for the resulting product is structured using the Business Model Canvas (BMC) to align with the brand values and needs of the target market.

Keywords: Balinese Endek, Young Generation, Leisure Wear, Designing Cloths, Business Planning, Wastra.