

DAFTAR ISI

ABSTRAK.....	ii
<i>ABSTRAC</i>	iii
LEMBAR PERNYATAAN.....	iv
HALAMAN PENGESAHAN.....	v
PEDOMAN PENGGUNAAN LAPORAN TUGAS AKHIR.....	vi
KATA PENGANTAR.....	vii
DAFTAR ISI.....	viii
DAFTAR GAMBAR DAN ILUSTRASI.....	xii
DAFTAR TABEL.....	xv
BAB 1 PENDAHULUAN.....	16
I.1 Latar Belakang.....	16
I.2 Identifikasi Masalah.....	17
I.3 Rumusan Masalah.....	18
I.4 Batasan Masalah.....	18
I.5 Tujuan Penelitian.....	18
I.6 Manfaat Penelitian.....	18
I.7 Metode Penelitian.....	19
I.8 Kerangka Penelitian.....	20
I.9 Sistematika Penulisan.....	21
BAB 2 LANDASAN TEORI.....	22
II.1 Teori <i>Double Diamond</i>	22
II.2 Teori <i>Scamper</i>	23
II.3 Teori Unsur Rupa.....	24
II.3.1 Titik.....	24
II.3.2 Garis.....	24
II.3.3 Bidang.....	25
II.3.4 Volume	25
II.3.5 Warna.....	25
II.3.6 Tekstur.....	26
II.3.7 Ruang.....	26

II.3.8 Struktur	26
II.4 Teori Prinsip Rupa	27
II.4.1 Kesatuan (<i>Unity</i>)	27
II.4.2 Keseimbangan (<i>Balance</i>)	27
II.4.3 Proporsi (<i>Proportion</i>)	28
II.4.4 Irama (<i>Rhythm</i>)	28
II.4.5 Pusat Perhatian (<i>Center of Interest</i>)	28
II.4.6 Kontras (<i>Contrast</i>)	29
II.5 Tren <i>Fashion</i>	29
II.6 <i>Ready to wear</i>	30
II.7 <i>Fabric Manipulation</i>	30
II.8 <i>Beading</i>	31
II.8.1 Jenis-jenis Teknik <i>Beading</i>	32
II.8.1.1 <i>Single Stitch</i>	32
II.8.1.2 <i>Stacked Single Stitch</i>	32
II.8.1.5 <i>Cross Stitch</i>	33
II.8.1.6 <i>Lazy Stitch</i>	33
II.8.1.5 <i>Back Stitch</i>	33
II.8.1.6 <i>Single Needle Couching</i>	34
II.8.1.7 <i>Chain Stitch</i>	34
II.8.1.8 <i>Fly Stitch</i>	35
II.8.1.9 <i>Feather Stitch</i>	35
II.8.1.10 <i>Buttonhole Stitch</i>	36
II.8.1.11 <i>Dauble Needle Couching</i>	36
II.8.1.12 <i>Branch Fringe</i>	36
II.8.1.13 <i>Picot Edging</i>	37
II.8.2 Jenis-jenis <i>Beading</i>	37
II.8.2.1 <i>Seed Beads</i>	37
II.8.2.2 <i>Bugle Beads</i>	38
II.8.2.3 <i>Crystal Beads</i>	38
II.8.2.4 <i>Pearl Beads</i>	38
II.8.2.5 <i>Plate Beads</i>	39

II.8.2.6 <i>Sand Beads</i>	39
II.9 Data Penelitian Terdahulu.....	40
BAB 3 METODE PENELITIAN DAN DATA LAPANGAN.....	42
III.1 Metode Penelitian.....	42
III.2 Data Primer.....	43
III.2.1 Observasi.....	44
III.2.1.1 Observasi Happy Go Lucky.....	44
III.2.1.2 Observasi Event Brighspot.....	46
III.2.2 Dokumen <i>review</i>	48
III.2.2.1 Analisa <i>Brand</i> Pembanding.....	52
III.2.3 Wawancara.....	54
III.2.3.1 Wawancara <i>Brand</i> Kei Studio.....	54
III.2.3.2 Wawancara <i>Brand</i> Yourhands.....	56
III.2.4 Eksplorasi.....	59
III.2.4.1 Eksplorasi Awal.....	59
III.2.4.2 Eksplorasi Lanjutan.....	62
III.2.5 Analisa Data.....	66
BAB 4 KONSEP DAN HASIL PERANCANGAN.....	69
IV.1 <i>Introduction</i> Hasil dan Pembahasan.....	69
IV.2 Pengembangan Teknik <i>Beading</i> Sebagai Elemen Dekoratif.....	70
IV.2.1 Hasil Analisa Eksplorasi Terpilih.....	71
IV.2.2 <i>Imageboard</i>	72
IV.2.3 <i>Customer Profile</i>	73
IV.2.4 <i>Lifestyle Board</i>	74
IV.3 Eksplorasi <i>Beading</i> dengan Kombinasi beberapa Teknik sebagai Elemen Dekoratif.....	75
IV.3.1 Sketsa Produk Awal.....	75
IV.3.2 <i>Scamper</i>	75
IV.4 Pengaplikasian Teknik <i>Beading</i> pada Busana <i>Ready to Wear</i>	81
IV.4.1 Sketsa Produk Terpilih.....	81
IV.4.2 Hasil Eksplorasi dengan Inspirasi <i>Imageboard</i>	82
IV.4.3 <i>Techpack</i>	84

IV.5 Proses Produksi.....	86
IV.6 Konsep <i>Merchandise</i>	87
IV.7 Produk Akhir.....	89
BAB 5 KESIMPULAN DAN SARAN.....	91
V.1 Kesimpulan.....	91
V.2 Saran.....	91
DAFTAR PUSTAKA.....	93