

ABSTRAK

“PERANCANGAN BUSANA ANAK *UNISEX* TERINSPIRASI *ABSTRACT-STREET ART* DENGAN TEKNIK *SCREEN PRINTING* DAN *HAND-STITCHING*”

Perkembangan industri fesyen di Indonesia khususnya pakaian anak semakin pesat dilihat dari jumlahnya yang terus-menerus mengalami peningkatan setiap tahunnya. Sering ditemukan banyak orang tua mendandani anaknya sesuai dengan kemauan orang tuanya padahal anak belum tentu menyukai pakaian yang dikenakannya. Dalam penelitian ini, perancang mendesain produk sesuai dengan karakter anak melalui metode *design thinking* dimana *gender* stereotip yang dinilai semakin kuat dalam masyarakat tentunya menyebabkan anak-anak tidak bebas mengekspresikan dirinya. Mengenai ekspresi seni seniman jalanan yang mulai hilang diakibatkan oleh *digital* dan teknologi membuat anak-anak harus mengikuti perkembangan zaman sehingga kurang dapat mengenal dan mendalami seni itu sendiri. Oleh karena berbagai permasalahan tersebut, maka penelitian ini bertujuan untuk merancang busana anak *unisex* terinspirasi *abstract-street art* yang diaplikasikan menjadi *graphic* dengan teknik *screen printing* dan *hand-stitching* berupa objek yang digemari anak-anak. Metode yang digunakan yaitu metode kualitatif dan kuantitatif, dimana dilakukan wawancara terhadap *experts* dan *extreme users*, melakukan observasi, serta melalui penyebaran 100 kuesioner secara *online* terhadap wanita yang memiliki anak kecil. Selain itu, melalui metode deskriptif *study literature* berupa jurnal dan artikel yang terkait. Hasil perancangan kreatif ini berupa busana lengkap anak untuk kebutuhan beraktivitas yang di-*mix* dengan tren fesyen saat ini. Pemilihan material seperti *fleece* dan *baby terry* serta kombinasi warna-warna cerah dinilai sudah sesuai dengan karakter anak serta dapat digunakan *unisex*. Produk tergolong memiliki *vibes* yang *active* dan *adventurous*, namun tetap *trendy*, *cute*, dan *attractive* yang disukai anak-anak.

Kata kunci: Busana Anak, *Unisex*, *Abstract-Street Art*, *Screen Printing*, *Hand-Stitching*.

ABSTRACT

“DESIGNING UNISEX CHILDRENSWEAR INSPIRED BY ABSTRACT-STREET ART USING SCREEN PRINTING AND HAND-STITCHING”

The growth of the fashion industry in Indonesia especially in children's clothing, is to be seen increasing rapidly as the growth of its number which continues to increase every year. Not to mention that a lot of parents usually consider their kid's fashion according to their tastes where their kids not necessarily like the clothes they wear. In this research, the designer designs the product that are suitable for the children character through design thinking method where stronger stereotypes in gender which affects in the children freedom of expression. Regarding the art expression of street artists, it is starting to disappear due to digital and technology, which impacts the children need to keep up with the trend so that they were less able to know and explore art by themselves. Because of these problems, this study aims to design unisex children fashion that were inspired by abstract-street art to be applied to screen printing and object hand-stitching techniques. Qualitative and quantitative methods were applied, where interviews to experts and extreme users were conducted, doing observations, and also through hundred of online questionnaires to women who have children's. Furthermore, descriptive method using journal and articles were also studied. This creative collection covers a complete attributes of children's activities combined with the current fashion trends. The choice of material such as fleece and baby terry and also combination of bright colors are considered appropriate with children's character and can be used by unisex. The vibes of the collection itself are active and adventurous, in other area, it is also trendy, cute, and attractive to the kids.

Keywords: Childrensweat, Unisex, Abstract-Street Art, Screen Printing, Hand-Stitching.