

DAFTAR ISI

LEMBAR PERNYATAAN KEASLIAN TUGAS AKHIR

<i>LEMBAR PERNYATAAN KEASLIAN TUGAS AKHIR</i>	<i>ii</i>
.....	<i>iii</i>
<i>LEMBAR PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR</i>	<i>iii</i>
<i>LEMBAR PERSETUJUAN TIM PENGUJI TUGAS AKHIR</i>	<i>iv</i>
.....	<i>v</i>
<i>KEPENTINGAN AKADEMIS</i>	<i>v</i>
<i>KATA PENGANTAR</i>	<i>vi</i>
<i>ABSTRAK</i>	<i>vii</i>
<i>DAFTAR TABEL</i>	<i>xi</i>
<i>DAFTAR GAMBAR</i>	<i>xii</i>
<i>BAB I</i>	<i>1</i>
<i>PENDAHULUAN</i>	<i>1</i>
1.1 Latar Belakang Masalah	1
1.2 Rumusan Masalah	3
1.3 Tujuan Perancangan	3
1.4 Batas Perancangan	3
Batas Keilmuan.....	3
Batasan Material.....	3
Batasan Pasar.....	4
1.4.1 Batasan Waktu.....	4
1.5 Tahapan Perancangan	4
1.6 Metode Pengumpulan Data	5
1.6.2 Subjek dan Hasil Penggalan Data Primer.....	5
1.6.3 Pengumpulan Data Sekunder.....	7
1.7 Tinjauan Data	7
1.7.1 Busana Wanita.....	7
1.7.2 Baju Chinese.....	8
1.7.3 Budaya Chinese.....	8

1.7.4	<i>Ancient Chinese</i>	9
1.7.5	Motif Bunga Chinese	9
1.7.6	Bentuk Geometri	10
1.7.7	<i>Resort Wear</i>	10
1.7.8	Teknik <i>Fabrics</i> Printing	10
1.7.9	Implementasi Elemen dan Prinsip Desain Pada Perancangan Busana	11
1.7.10	Trend Fashion, Warna dan Material	12
1.8	Perancangan	14
1.8.1	Design Brief	14
1.8.2	Moodboard	15
1.8.3	Design Illustration	15
1.8.4	Prototype	16
1.9	Kesimpulan dan <i>Feedback</i> dari Hasil <i>Prototype</i>	16
1.9.1	Kesimpulan	16
1.9.2	<i>Feedback</i>	17
BAB II	PENGEMBANGAN PERANCANGAN	18
2.1	Uji Coba Produk	18
2.1.1	Teknik dan Instrumen Pengumpulan Data Uji Coba	18
2.1.2	Hasil dan Kesimpulan Uji Coba	19
2.2	Pengembangan Perancangan	21
2.2.1	Pengembangan Perancangan	21
2.2.2	<i>Final</i> Desain dan <i>Ilustrasi</i>	25
2.2.3	<i>Specification Sheets</i>	27
2.2.4	<i>Costing Sheets</i>	33
2.2	Branding	40
2.2.1	<i>Brand Collaterals</i>	42
2.2.2	<i>Lookbook</i>	45
BAB III	46
PENUTUP	46
3.1	Kesimpulan	46
3.2	Saran	47
3.2.1	Saran Pemanfaatan Produk	47
3.2.2	Saran Target Konsumen	47
3.2.3	Saran Pengembangan Lebih lanjut	47
	DAFTAR PUSTAKA	36

DAFTAR TABEL

Tabel 2.1 Teknik dan Instrumen Pengumpulan Data Uji Coba	18
Tabel 2.2 <i>Spesification Sheet Tang Top</i>	27
Tabel 2.3 <i>Spesification Sheet Outer</i>	28
Tabel 2.4 <i>Spesification Sheet Pants</i>	28
Tabel 2.5 <i>Specification Sheets Outer</i>	29
Tabel 2.6 <i>Specification Sheets Jumpsuit</i>	29
Tabel 2.7 <i>Specification Sheets Belt</i>	30
Tabel 2.8 <i>Specification Sheets Top</i>	30
Tabel 2.9 <i>Specification Sheets Pants</i>	31
Tabel 2.10 <i>Specification Sheets Dress</i>	31
Tabel 2.11 <i>Specification Sheets Belt</i>	32
Tabel 2.12 <i>Specification Sheets Jumpsuit</i>	32
Tabel 2.13 <i>Spesification Sheet Outer</i>	33
Tabel 2.14 <i>Costing Sheets Tang Top</i>	34
Tabel 2.15 <i>Costing Sheets Outer</i>	34
Tabel 2.16 <i>Costing Sheets Pants</i>	35
Tabel 2.17 <i>Costing Sheets Outer</i>	35
Tabel 2.18 <i>Costing Sheets Jumpsuit</i>	36
Tabel 2.19 <i>Costing Sheets Belt</i>	36
Tabel 2.20 <i>Costing Sheets Top</i>	37
Tabel 2.21 <i>Costing Sheets Pants</i>	37
Tabel 2.22 <i>Costing Sheets Dress</i>	38
Tabel 2.23 <i>Costing Sheets Belt</i>	38
Tabel 2.24 <i>Costing Sheets Jumpsuit</i>	39
Tabel 2.25 <i>Costing Sheets Outer</i>	39

DAFTAR GAMBAR

Gambar 1.1 Busana Wanita	7
Gambar 1.2 Baju Chinese	8
Gambar 1.3 Budaya Chinese	8
Gambar 1.4 <i>Ancient Chinese</i>	9
Gambar 1.5 Motif Bunga Chinese	9
Gambar 1.6 Bentuk Geometri	10
Gambar 1.7 <i>Resort Wear</i>	10
Gambar 1.8 Teknik <i>Fabrics Printing</i>	11
Gambar 1.9 Trend <i>Fashion Auntamento Winter</i>	12
Gambar 1.10 Trend Warna	13
Gambar 1.11 Coloro.....	13
Gambar 1.12 <i>Design Brief</i>	14
Gambar 1.13 <i>Moodboard</i>	14
Gambar 1.14 <i>Design Illustration</i>	15
Gambar 1.15 Prototype	16
Gambar 2.1 <i>5 Look Design Front & Back</i>	20
Gambar 2.2 <i>Digital Design Revisi</i>	21
Gambar 2.3 Ilustrasi Penambahan Aksesories.....	23
Gambar 2.4 Pengembangan Motif	24
Gambar 2.5 Pengembangan Warna.....	24
Gambar 2.6 Pengembangan <i>Moodboard</i>	25
Gambar 2.7 <i>Design 1 & 2</i>	26
Gambar 2.8 <i>Design 3 & 4</i>	26
Gambar 2.9 <i>Design 5</i>	27
Gambar 2.10 Logo <i>Brand</i>	40
Gambar 2.11 <i>Font & Typography</i>	41

Gambar 2.12 <i>Business Card</i>	42
Gambar 2.13 <i>Invoice & Letterhead</i>	42
Gambar 2.14 <i>Thankyou Card</i>	43
Gambar 2.15 <i>Shopping Bag</i>	43
Gambar 2.16 <i>Swing Tag & Clothing Label</i>	44
Gambar 2.17 <i>Swing Tag</i>	44
Gambar 2.18 <i>Fabric Care Label</i>	45
Gambar 2.19 <i>Lookbook</i>	45



DAFTAR LAMPIRAN

Gambar Lampiran 1 Bukti Wawancara Extreme User (Lily DS).....	51
Gambar Lampiran 2 Bukti Wawancara Extreme User (Chesy J).....	52
Gambar Lampiran 3 Bukti Wawancara Extpert User.....	53

