

ABSTRAK

“PERANCANGAN PAKAIAN *ATHLEISURE* WANITA DENGAN MENGGUNAKAN KONSEP KASUAL MULTIFUNGSI”

Dunia telah dilanda pandemi virus corona-19. Diketahui sebagai virus yang menular dan telah memakan banyak korban baik di Indonesia maupun dunia. Untuk mengurangi dan mencegah resiko penularan ini, maka dibuatlah kebijakan Pemberlakuan Pembatasan Kegiatan Masyarakat, serta kegiatan sekolah, kuliah, dan kerja dilakukan dalam bentuk daring. Hal ini menyebabkan ruang lingkup masyarakat yang semakin kecil dimana mereka dibatasi untuk hanya melakukan kegiatan di sekitar rumah saja. Semenjak pandemi terjadi masyarakat juga semakin sadar akan pentingnya kesehatan dan olahraga, sehingga saat ini olahraga menjadi sebuah tren gaya hidup baik dari yoga, *home workout*, hingga olahraga bersepeda. Dengan beberapa kegiatan berbeda yang hanya dilakukan di rumah saja, diperlukan satu pakaian yang dapat digunakan untuk beberapa kegiatan sekaligus. Maka masalah tersebut timbul ide merancang pakaian *athleisure* dengan konsep kasual dan multifungsi agar pakaian tidak hanya dapat dikenakan sebagai pakaian olahraga sekaligus bekerja, namun juga dapat menjadi pakaian yang nyaman untuk dikenakan sehari-hari untuk berkegiatan di rumah maupun bersantai. Untuk mengetahui selera masyarakat dan *target market* mengenai tren pakaian dan juga keperluan fungsi pakaian. Dilakukan penelitian menggunakan metode kualitatif dan kuantitatif dengan melakukan observasi kepada *brand competitor*. Akan dilakukan wawancara terhadap 6 orang *expert* dan 6 orang *extreme user* wanita. Serta survei melalui *online* terhadap 100 wanita yang sesuai dengan kriteria *target market*. Serta data studi *literature* dari beberapa jurnal, artikel serta media social lainnya. Dari hasil penelitian ini, desain pakaian *athleisure* yang kasual dan multifungsi dapat di minati serta di terima untuk kebutuhan masyarakat pada saat pandemi ini.

Kata kunci: Pakaian *athleisure*, Pakaian kasual, Pakaian multifungsi, Olahraga.

ABSTRACT

“DESIGNING WOMEN’S ATHLEISURE WITH CASUAL AND MULTI-FUNCTION”

The world has been hit by the coronavirus-19 pandemic. It is known as a contagious virus and has claimed many victims both in Indonesia and the world. To reduce and prevent the risk of this transmission, a policy for the Implementation of Restrictions on Community Activities is made, and school, college, and work activities are carried out online. This causes the scope of the community to be getting smaller where they are limited to only doing activities around the house. Since the pandemic occurred, people have also become increasingly aware of the importance of health and exercise, so that currently sports have become a lifestyle trend, from yoga, home workouts, to cycling. With several different activities that can only be done at home, it is necessary to have one outfit that can be used for several activities at once. So the problem arises the idea of designing athleisure clothing with casual and semi-formal concepts so that clothes can not only be worn as sportswear as well as work but also can be comfortable clothes to wear every day for activities at home or relaxing. To find out the tastes of the community and the target market regarding clothing trends and also the need for clothing functions. Research is conducted using qualitative and quantitative methods by observing brand competitors. Interviews will be conducted with 6 experts and 6 female extreme users. As well as an online survey of 100 women who match the target market criteria. As well as literature study data from several journals, articles, and other social media. From the results of this study, casual and semi-formal athleisure clothing designs can be attracted and accepted for the needs of the community during this pandemic.

Keywords: *Athleisure wear, Casual wear, Multifunction wear, Sports.*