

MATRIKS STRATEGI IMPLEMENTASI PERANCANGAN FASHION BERKELANJUTAN

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Abstract

The Implementation Strategy Matrix for Sustainable Fashion Design explains the strategy for implementing the principles of sustainability in fashion. The potential of the fashion industry in Indonesia is very large because it is one of the industries contributing to the GDP of the creative industry in Indonesia. But behind this potential, there is a problem which is currently one of the central issues, namely sustainability. At present several Indonesian brands have practiced sustainability, but there is no formulation of guidelines or basis for sustainable fashion design in Indonesia. Basically, sustainability has three principles namely ecology, economics, and social. Using a qualitative descriptive approach, an implementation strategy matrix is formulated that can be used in sustainable fashion design.

Keywords: *fashion, matrix, sustainability*

Abstrak

Matriks Strategi Implementasi Perancangan Fashion Berkelanjutan memaparkan mengenai strategi implementasi prinsip-prinsip keberlanjutan pada fashion. Potensi industri fashion di Indonesia sangat besar karena merupakan salah satu industri penyumbang PDB industri kreatif di Indonesia. Namun dibalik potensi tersebut terdapat permasalahan yang saat ini menjadi salah satu isu sentral yaitu keberlanjutan. Saat ini beberapa merek Indonesia telah mempraktikkan keberlanjutan, namun belum ada rumusan panduan atau landasan perancangan fashion yang berkelanjutan di Indonesia. Pada dasarnya keberlanjutan memiliki tiga prinsip yaitu ekologi, ekonomi, dan sosial. Menggunakan pendekatan deskriptif kualitatif, dirumuskan matriks strategi implementasi yang dapat digunakan dalam perancangan fashion berkelanjutan.

Kata kunci: berkelanjutan, fashion, matriks

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