

PENGEMBANGAN BUSANA *READY TO WEAR* DENGAN SUMBER IDE *BARONG LANDUNG*

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ABSTRAK

Penelitian ini bertujuan (1) mendeskripsikan proses pengembangan busana *ready to wear* dengan sumber ide *Barong Landung* (2) mendeskripsikan kelayakan produk oleh ahli dan pengguna pada busana *ready to wear* dengan sumber ide *Barong Landung*. Penelitian ini merupakan penelitian pengembangan (*research and development*) dengan model pengembangan PPE: Perencanaan (*Planning*), Produksi (*Production*) dan Evaluasi (*Evaluation*). Pengumpulan data menggunakan instrumen kuesioner yang telah diuji validitasnya. Tahapan pengembangan PPE terhadap busana *ready to wear* dengan sumber ide *Barong Landung* melalui beberapa tahapan, antara lain: tahap pertama (*Planning*) yang terdiri atas perencanaan pengembangan produk meliputi analisis sumber ide yang akan dikembangkan menjadi busana *ready to wear*. Kemudian proses pembuatan rancangan desain busana *ready to wear deluxe* dan rancangan bahan. Setelah menyelesaikan proses perencanaan maka dilanjutkan dengan tahap produksi (*Production*) yang meliputi proses memotong bahan, menjahit bagian busana hingga proses penyelesaian akhir. Dilanjutkan pada tahap akhir evaluasi (*Evaluation*) terhadap kelayakan hasil produk busana *ready to wear* dengan uji produk melalui penilaian ahli produk serta pengguna. Pengembangan busana *ready to wear* sumber ide *Barong Landung* yang terfokus pada ciri khusus sesuai dengan figur *Barong Landung* yakni Jro Gede dan Jro Luh. Berdasarkan hasil uji kelayakan produk dengan menilai desain busana, model busana pengembangan hingga hasil busana yang memilih subyek ahli produk mendapat kualifikasi sangat baik serta uji kelayakan produk oleh pengguna dengan menilai estetika produk serta hasil produk mendapat kualifikasi sangat baik. Dari uji yang dilakukan maka pengembangan busana *ready to wear* dengan sumber ide *Barong Landung* disimpulkan layak untuk dikembangkan.

Kata-kata kunci : Busana, *Barong Landung*, Pengembangan PPE

**DEVELOPMENT OF READY TO WEAR FASHION WITH BARONG
LANDUNG IDEAS**

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ABSTRACT

This study aims to (1) describe the process of making ready to wear clothes with the Barong Landung idea as a source (2) describe the results of the Product Feasibility Test by experts and users on ready to wear clothes with the Barong Landung idea as a source. This research development with the PPE development model: Planning, Production and Evaluation. The tool used in data collection is an instrument in the form of a questionnaire sheet. The PPE development stages for ready-to-wear clothing with the source of ideas from Barong Landung go through several stages, including: the first stage (Planning) which consists of product development planning including analysis of the source of ideas that will be developed into ready-to-wear clothing. Then proceed with the process of making ready to wear deluxe clothing designs and material designs. After completing the planning process, it is continued with the production stage which includes the process of cutting the material, sewing the clothing parts to the final finishing process. Then proceed to the final stage of evaluation (Evaluation) of the final feasibility of ready-to-wear clothing products with product testing through the assessment of 2 clothing experts and 2 youth aged 17-22 years. The results of the development of ready-to-wear clothing came from the idea of Barong Landung which focused on special characteristics according to the Barong Landung figures, namely Jro Gede and Jro Luh. Based on product test results aimed at fashion experts and users with a 100% presentation. The result of product test aimed at fashion experts is 98% with qualification excellent and result of product test aimed at users is 96,69% with qualification excellent. Based on the result of the feasibility test showed that the development of barong landung-based ready to wear fashion was decent to be developed and wore by the people.

Keywords : *Fashion, Barong Landung, PPE*