

PENGEMBANGAN BUSANA *MODEST FASHION* MENGGUNAKAN KAIN TENUN ENDEK MOTIF SINGA AMBARA RAJA

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ABSTRAK

Tujuan riset ini ialah: 1) Mengkaji proses development busana modest fashion menggunakan kain tenun endek motif Singa Ambara Raja. 2) Mengetahui hasil akhir pengembangan busana *modest fashion* menggunakan kain tenun endek motif Singa Ambara Raja. Model pengembangan PPE digunakan untuk melakukan studi pengembangan ini. Kuesioner dan wawancara digunakan untuk mengumpulkan data, yang kemudian dievaluasi menggunakan teknik kualitatif dan kuantitatif. Hasil penelitian yang menunjukkan bahwa proses pengembangan busana *modest fashion* menggunakan kain tenun endek motif Singa Ambara Raja meliputi tiga tahap. Mengumpulkan dan mengevaluasi teori modest fashion, membuat papan suasana hati, membuat sketsa desain, menganalisis desain, memilih tampilan model, melakukan pengukuran, menyusun pola pakaian, memilih alat, dan memilih bahan adalah bagian dari tahap perencanaan. Pada fase produksi, rencana dimasukkan ke dalam tindakan. Hasil pengujian produk busana modest fashion dievaluasi berdasarkan pendapat dua ahli fashion. Berdasarkan temuan akhir uji coba produk pengembangan busana *modest fashion* menggunakan kain tenun endek motif Singa Ambara Raja dari penilai busana I memperoleh 97,5% serta penilai busana II memperoleh 98,5% perhitungan memperoleh rata-rata temuan dengan persentase 98,125%. Hal ini menandakan kalau development busana *modest fashion* menggunakan kain tenun endek motif Singa Ambara Raja memiliki nilai baik namun dengan tahap memperhatikan masukan dari *expert judgment* sehingga layak untuk digunakan.

Kata kunci: Pengembangan Busana, *Modest Fashion*, KainTenun Endek.

**MODEST FASHION DEVELOPMENT USING ENDEK WOVEN FABRICS
LION AMBARA KING MOTIF**

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ABSTRACT

The aims of this research are: 1) To examine the process of developing modest fashion clothing using endek woven fabrics with the Singa Ambara Raja motif. 2) Knowing the final result of modest fashion clothing development using endek woven fabric with the Singa Ambara Raja motif. The PPE development model was used to carry out this development study. Questionnaires and interviews were used to collect data, which were then evaluated using qualitative and quantitative techniques. The results of the study show that the process of developing modest fashion clothing using endek woven fabrics with the Singa Ambara Raja motif includes three stages. Collecting and evaluating modest fashion theory, creating mood boards, sketching designs, analyzing designs, choosing look models, taking measurements, drawing up dress patterns, choosing tools, and choosing materials are all part of the planning stage. In the production phase, plans are put into action. The results of testing modest fashion clothing products were evaluated based on the opinions of two fashion experts. Based on the final findings of the modest fashion clothing development product trial using endek woven fabric with the Singa Ambara Raja motif, the first fashion appraiser obtained 97.5% and the second clothing assessor obtained 98.5%, the calculation obtained an average finding with a percentage of 98.125%. This indicates that the development of modest fashion clothing using endek woven fabric with the Singa Ambara Raja motif has good value but with the stage of taking into account input from expert judgment so that it is suitable for use.

Keywords: *Fashion Development, Modest Fashion, Endek Woven Fabrics*