

PENGEMBANGAN BUSANA KASUAL DENGAN PEMANFAATAN BATIK GAJAH OLING BANYUWANGI

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan proses dan kualitas pengembangan busana kasual dengan memanfaatkan Batik Gajah Oling. Jenis penelitian yang digunakan adalah *Research and Development (R&D)* dengan menerapkan model pengembangan PPE yang meliputi tahap *Planning, Production, dan Evaluation*. Pengumpulan data dilakukan menggunakan kuesioner yang telah melalui uji validitas oleh ahli instrumen. Data penelitian diperoleh dari penilaian dua orang ahli busana dan dianalisis menggunakan teknik deskriptif kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa penelitian ini menghasilkan produk berupa busana kasual berbahan Batik Gajah Oling. Proses pengembangan diawali dengan tahap perencanaan yang mencakup analisis konsep dan desain busana kasual, serta perencanaan penggunaan bahan Batik Gajah Oling. Tahap selanjutnya adalah produksi yang meliputi proses pemotongan bahan, proses penjahitan, serta evaluasi hingga tahap penyelesaian akhir. Tahap terakhir adalah evaluasi, yaitu penilaian kualitas produk busana kasual hasil pengembangan yang dilakukan oleh dua orang ahli busana. Berdasarkan hasil penilaian ahli busana, kualitas produk memperoleh nilai rata-rata persentase sebesar 95,5%, sehingga dapat disimpulkan bahwa pengembangan busana kasual berbahan Batik Gajah Oling termasuk dalam kategori sangat baik.

Kata-kata kunci: Busana Kasual, Batik Gajah Oling, Model PPE

DEVELOPMENT OF CASUAL CLOTHING USING BATIK GAJAH OLING FROM BANYUWANGI

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ABSTRACT

This study aims to describe the process and quality of casual clothing development using Batik Gajah Oling. The type of research used is Research and Development (R&D) by applying the PPE development model which includes the Planning, Production, and Evaluation stages. Data collection was carried out using a questionnaire that had been through a validity test by instrument experts. The research data were obtained from the assessment of two fashion experts and analyzed using quantitative and qualitative descriptive techniques. The results of the study indicate that this study produced a product in the form of casual clothing made from Batik Gajah Oling. The development process begins with the planning stage which includes the analysis of the concept and design of casual clothing, as well as planning the use of Batik Gajah Oling materials. The next stage is production which includes the process of cutting the material, the sewing process, and evaluation until the final finishing stage. The final stage is evaluation, namely the assessment of the quality of the casual clothing product resulting from the development carried out by two fashion experts. Based on the results of the fashion expert assessment, the product quality obtained an average percentage value of 95.5%, so it can be concluded that the development of casual clothing made from Batik Gajah Oling is included in the very good category.

Keywords: Casual Fashion, Gajah Oling Batik, PPE Model.