

PENGEMBANGAN BUSANA PESTA SIANG DENGAN SUMBER IDE RUMAH ADAT TONGKONAN TORAJA

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ABSTRAK

Sasaran utama pada studi ini guna mendeskripsikan proses pengembangan serta mengetahui kualitas hasil dalam pengembangan busana pesta dengan sumber ide Rumah Adat Tongkonan Toraja. *Research and Development* (R&D) dengan model pengembangan PPE (*Planning, Production, dan Evaluation*) ditetapkan pada studi ini. Penggunaan data berasal dari data kuantitatif serta kualitatif dengan subjek penelitian dua orang ahli busana sebagai validator produk. Hasil penelitian menunjukkan bahwa pada tahap *Planning* dilakukan penentuan konsep, penyusunan moodboard, pembuatan desain sketsa, analisis desain, pemilihan model peraga, dan pembuatan pola. Pada tahap *Production* menghasilkan busana pesta, meliputi bagian, yakni kemeja, vest, obi belt, serta rok A-Line dengan mengadaptasi bentuk, warna, dan ornamen Rumah Adat Tongkonan Toraja. Selanjutnya, pada tahap *Evaluation* dilakukan penilaian oleh dua orang ahli berdasarkan aspek kesesuaian sumber ide, unsur desain, kerapian jahitan, dan inovasi desain. Hasil validasi menunjukkan bahwa kualitas produk menghasilkan persentase 95,4% yang dikategorikan Sangat Baik, sehingga busana yang dikembangkan dinilai layak digunakan serta mampu memadukan nilai estetika modern dengan identitas budaya Toraja.

Kata Kunci: busana pesta, tongkonan, PPE, *fashion* etnik

**DEVELOPMENT OF DAYTIME PARTY WEAR INSPIRED BY THE
TONGKONAN TRADITIONAL HOUSE OF TORAJA**

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ABSTRACT

This study aimed to describe the development process and determine the quality of daytime party wear inspired by the Tongkonan traditional house of Toraja. This research employed a Research and Development (R&D) approach using the PPE (Planning, Production, and Evaluation) development model. The study utilized both quantitative and qualitative data, with two fashion experts serving as product validators. The results showed that the Planning stage involved determining the design concept, developing a mood board, creating fashion sketches, conducting design analysis, selecting a model, and drafting patterns. The Production stage resulted in a daytime party wear ensemble consisting of a shirt, vest, obi belt, and A-line skirt, incorporating the forms, colors, and ornaments of the Tongkonan traditional house. Furthermore, the Evaluation stage involved assessments by two experts based on the aspects of source-of-inspiration suitability, design elements, stitching quality, and design innovation. The validation results indicated that the product achieved a score of 95.4%, categorized as Very Good. Therefore, the developed garment was considered suitable for use and capable of combining modern aesthetic values with the cultural identity of Toraja.

Keywords: daytime party wear, Tongkonan, PPE, ethnic fashion