

PENGEMBANGAN BUSANA ANAK KESEMPATAN REKREASI BERBAHAN DASAR KAIN *SHIBORI* DI *BRAND* PAGI MOTLEY

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ABSTRAK

Penelitian ini bertujuan untuk: (1) mendeskripsikan proses pengembangan busana rekreasi anak perempuan usia 7-9 tahun berbahan dasar kain *shibori* di *brand* Pagi Motley; dan (2) mengetahui kualitas hasil pengembangan busana rekreasi anak perempuan usia 7-9 tahun berbahan dasar kain *shibori* di *brand* Pagi Motley. Jenis penelitian yang digunakan adalah *Research and Development* (R&D) dengan model PPE (*Planning, Production, Evaluation*). Objek penelitian berupa pengembangan busana rekreasi anak perempuan usia 7-9 tahun berbahan dasar kain *shibori* di *brand* Pagi Motley. Subjek penelitian terdiri atas dua orang ahli busana sebagai validator produk. Pengumpulan data dilakukan menggunakan kuesioner yang telah diuji validitas isi oleh ahli instrumen. Data dianalisis menggunakan teknik deskriptif kuantitatif berupa persentase dan deskriptif kualitatif berdasarkan masukan para ahli. Hasil penelitian menunjukkan bahwa penelitian ini menghasilkan produk berupa busana rekreasi anak perempuan usia 7-9 tahun berbahan dasar kain *shibori*. (1) Proses pengembangan diawali dengan tahap perencanaan yang mencakup penentuan konsep desain busana rekreasi anak, penyusunan *moodboard*, pembuatan sketsa desain, analisis desain, serta pembuatan pola dan rancangan bahan. Tahap selanjutnya adalah produksi yang meliputi proses pemotongan bahan, penjahitan, pengepasan busana pada model anak, hingga proses *finishing*. Tahap terakhir yaitu evaluasi, dilakukan melalui penilaian kualitas produk oleh dua orang ahli busana. (2) Berdasarkan hasil penilaian ahli, kualitas produk memperoleh rata-rata persentase sebesar 92,2%, sehingga dapat disimpulkan bahwa pengembangan busana rekreasi anak perempuan usia 7-9 tahun berbahan dasar kain *shibori* di *brand* Pagi Motley termasuk kategori sangat baik.

Kata kunci: busana anak, busana rekreasi, kain *shibori*, PPE, Pagi Motley

ABSTRACT

This study aimed to: (1) describe the development process of recreational clothing for girls aged 7-9 years made from shibori fabric under the Pagi Motley brand; and (2) determine the quality of the developed recreational clothing for girls aged 7-9 years made from shibori fabric under the Pagi Motley brand. This study employed a Research and Development (R&D) approach using the PPE (Planning, Production, Evaluation) model. The object of the study was the development of recreational clothing for girls aged 7-9 years made from shibori fabric under the Pagi Motley brand. The research subjects consisted of two fashion experts who served as product validators. Data were collected using a questionnaire that had been validated through content validity by an instrument expert. The data were analyzed using quantitative descriptive techniques in the form of percentages and qualitative descriptive analysis based on the experts' suggestions. The results of the study showed that this research produced a recreational clothing product for girls aged 7-9 years made from shibori fabric. (1) The development process began with the planning stage, which included determining the clothing design concept, preparing a mood board, creating design sketches, conducting design analysis, and developing patterns and material plans. The next stage was production, which involved fabric cutting, sewing, fitting the garment on a child model, and finishing. The final stage was evaluation, conducted through product quality assessment by two fashion experts. (2) Based on the experts' evaluations, the product achieved an average score of 92.2%, indicating that the developed recreational clothing for girls aged 7-9 years made from shibori fabric under the Pagi Motley brand was categorized as very good.

Keyword : *children's clothing, recreational clothing, shibori fabric, PPE, Pagi Motley.*