

PENGEMBANGAN BUSANA *CASUAL* DENGAN MEMANFAATKAN KAIN TENUN BIMA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) Proses pengembangan busana *casual* dengan memanfaatkan kain tenun Bima, (2) Kualitas produk dari pengembangan busana *casual* dengan memanfaatkan kain tenun Bima. Jenis penelitian yang digunakan adalah *Research and Devolepment* (R&D) dengan model PPE (Perencanaan, Produksi, Evaluasi). Pengumpulan data dilakukan menggunakan kuesioner yang telah melalui uji validitas oleh ahli instrumen. Data penelitian diperoleh dari penilaian tiga orang ahli busana dan dianalisis menggunakan teknik deskriptif kuantitatif dan kualitatif. Hasil penelitian ini yakni: (1) proses pengembangan diawali dengan tahap *Planning* (perencanaan) yang mencakup analisis kebutuhan yang dilakukan melalui studi literatur, rancangan konsep dan membuat *moodboard*, sketsa desain, desain ilustrasi, analisis desain, pembuatan pola, dan rancangan bahan. Tahap selanjutnya adalah produksi yang meliputi proses pemotongan bahan, proses penjahitan, serta evaluasi sehingga tahap penyelesain akhir. Tahap terakhir yaitu evaluasi, adalah penilaian kualitas produk busana *casual* hasil pengembangan yang dilakukan oleh tiga orang ahli busana. (2) Kualitas produk dari ahli busana memperoleh nilai rata-rata presentase sebesar 94,7% yang termasuk dalam kategori sangat baik. Nilai tersebut diperoleh dari penilaian terhadap kesatuan, proporsi, keseimbangan, irama, aksen, dan harmoni. Sehingga dapat disimpulkan bahwa pengembangan busana *casual* wanita dengan memanfaatkan kain tenun Bima termasuk dalam kategori sangat baik.

Kata Kunci: Busana *Casual*, Kain Tenun Bima Motif Bunga Aruna, PPE

DEVELOPMENT OF CASUAL APPAREL UTILIZING BIMA WOVEN FABRIC

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ABSTRACT

This study aimed to determine (1) the development process of *casual* apparel utilizing Bima woven fabric and (2) the quality of the developed *casual* apparel utilizing Bima woven fabric. This study employed a *Research and Development* (R&D) approach using the PPE model, which consists of the Planning, Production, and Evaluation stages. Data were collected using a questionnaire that had undergone validity testing by an instrument expert. The research data were obtained from assessments conducted by three fashion experts and analyzed using descriptive quantitative and qualitative techniques. The results of the study were as follows: (1) The development process began with the *Planning* stage, which included a needs analysis conducted through a literature review, concept development and *moodboard* creation, design sketches, illustration design, design analysis, pattern making, and material planning. The next stage was *Production*, which consisted of material cutting, sewing, and evaluation processes, followed by the final finishing stage. The final stage was *Evaluation*, involving an assessment of the quality of the developed *casual* apparel by three fashion experts. (2) The product quality assessment conducted by the fashion experts resulted in an average percentage score of 94.7%, which was categorized as very good. This score was based on assessments of unity, proportion, balance, rhythm, accent, and harmony. Therefore, it can be concluded that the development of women's *casual* apparel utilizing Bima woven fabric falls into the very good category.

Keywords: *Casual* Apparel, Bima Woven Fabric, Aruna Flower Motif, PPE.