

ABSTRAK

ODWSYRNA - Perancangan Busana *Semi Couture* Dengan Inspirasi Patung *Mermaid* di Warsawa Polandia

Oleh
Nitalia Christiana
1461025

Di Kota Warsawa berdiri sebuah patung yang menjadi ikon ibukota Polandia berupa putri duyung bernama Syrenka. Putri duyung berenang dari Laut Baltik lalu muncul di pinggir Sungai Vistula di Warsawa untuk beristirahat. Karena suasana di tempat itu begitu indah sang Putri Duyung pun memutuskan untuk tinggal di sana. Beberapa waktu kemudian, para nelayan setempat menyadari bahwa ada sesuatu yang telah mengacaukan arus sungai, merobek jaring mereka, dan melepaskan ikan-ikan di dalamnya. Ternyata sang Putri Duyung yang membuat tangkapan mereka kabur. Para nelayan akhirnya menangkap dan bermaksud menghukumnya. Namun, ketika mereka mendengar nyanyian putri duyung itu, mereka terpukau dengan suaranya yang indah lalu membiarkannya hidup. Kabar mengenai si duyung yang hidup di Sungai Vistula ini kemudian didengar oleh seorang pedagang licik. Pedagang licik ini kemudian berhasil menangkap si duyung lalu mengurungnya di sebuah kandang tanpa air sedikitpun. Tangisannya didengar oleh seorang anak nelayan di daerah itu. Sebagai tanda terima kasih, si duyung bersumpah akan selalu berusaha melindungi si penyelamat dan keturunannya apabila diperlukan. Sejak itulah, dengan pedang dan perisai, Syrenka Sang Duyung menjadi pelindung Kota Warsawa dan rakyatnya.

Koleksi *semi couture* ODWSYRNA terinspirasi dari putri duyung Syrenka ini ditujukan bagi masyarakat, khususnya wanita kalangan menengah ke atas dengan rentang usia 30-40 tahun yang berkarakter pemberani, berwawasan luas, bijaksana, bertanggung jawab, dan modern.

Kata kunci: androgini, kuat, misterius, modern, putri duyung.

ABSTRACT

ODWSYRNA – SEMI COUTURE CLOTHING DESIGN INSPIRED BY SYRENKA MERMAID STATUE IN WARSAWA, POLAND

Submitted by
Nitalia Christiana
1461025

In Warsaw City, a statue that became the capital's icon, the statue resembling the Mermaid was named Syrenka. Mermaids swimming from the Baltic Sea appear on the banks of the Vistula River in Warsaw to rest. Because the atmosphere in that place was very beautiful singing Mermaid also decided to stay there. Some time later, the fishermen found that something had disrupted the flow of the river, tore their net, and released the fish in it. Apparently the Mermaid sings made them run away. The fishermen finally punished him and punished him. However, for them to listen to the mermaid's singing, they were fascinated by the beautiful husband and then lived. The news about the mermaid who lived on the Vistula River was later heard by a cunning merchant. This crafty merchant then managed to eliminate the siangkku by enclosing himself on a pole without air. Cries were heard by a fisherman child in the area. As a sign of gratitude, the mermaid will swear he will always fight the rescue and his descendants are needed. Since he realized, with his sword and shield, Syrenka Sang Duyung was ready to protect the City of Warsaw and its inhabitants.

The ODWSYRNA semi couture collection inspired by Syrenka mermaid is intended for the community, especially women in the upper middle class with a 30-40 year age range who are brave, broad-minded, wise, responsible, and modern.

Keywords: androgynous, mermaid, mysterious, modern, strong

DAFTAR ISI

HALAMAN JUDUL	i
LEMBAR PENGESAHAN	ii
PERNYATAAN ORISINALITAS KARYA DAN LAPORAN	iii
PERNYATAAN PUBLIKASI LAPORAN	iv
KATA PENGANTAR	v
ABSTRAK.....	vi
<i>ABSTRACT</i>	vii
DAFTAR ISI.....	viii
DAFTAR GAMBAR	xi
DAFTAR TABEL.....	xi
 BAB I PENDAHULUAN	 1
1.1 Latar Belakang	1
1.2 Masalah Perancangan.....	2
1.3 Batasan Perancangan	2
1.4 Tujuan Perancangan.....	3
1.5 Metode Perancangan	4
1.6 Sistematika Penulisan.....	5

BAB II LANDASAN TEORI	6
2.1 Teori tentang <i>Fashion</i>	6
2.1.1 Thomas Carlyle.....	6
2.1.2 Malcolm Barnard	7
2.1.3 Polhemus dan Procter	7
2.2 Teori Busana	7
Teori <i>Semi Couture</i>	8
2.3 Teori Tekstil.....	8
2.3.1 <i>Echidna Block</i>	8
2.3.2 <i>Textile Painting</i>	9
2.4 Teori Warna	9
2.5 Teori Pola dan Jahit	11
 BAB III DESKRIPSI OBJEK STUDI PERANCANGAN	 12
3.1 Kisah Syrenka	12
3.2 Indonesia Trend Forecasting 2019/2020 “Singularity”.....	14
3.2.1 Neo Medieval.....	15
3.2.2 Armory.....	16
3.2.3 <i>Segmenting, Targeting, Positioning (STP)</i>	16
 BAB IV REALISASI PERANCANGAN	 18
4.1 Perancangan Umum	18
4.2 <i>Image Board</i>	18

4.3 Perancangan Khusus	19
4.2.1 Desain <i>Look</i> 1	19
4.2.2 Desain <i>Look</i> 2	20
4.2.3 Desain <i>Look</i> 3	21
4.2.4 Desain <i>Look</i> 4.....	22
4.3 Biaya Produksi	23
4.1 <i>Budgeting Look</i> 1	23
4.2 <i>Budgeting Look</i> 2	23
4.3 <i>Budgeting Look</i> 3	24
4.4 <i>Budgeting Look</i> 4.....	24
 BAB V PENUTUP	26
5.1 Kesimpulan	26
5.2 Saran	26
 DAFTAR PUSTAKA	27
LAMPIRAN.....	28

DAFTAR GAMBAR

Gambar 1.1 Skema Perancangan	4
Gambar 2.1 <i>Echidna Block</i>	8
Gambar 2.24 Model Warna CMYK	10
Gambar 3.1 Patung Syrenka.....	13
Gambar 3.2 Neo Medieval	15
Gambar 3.3 Armory.....	16
Gambar 3.4 Titi Rajo Bintang	17
Gambar 4.1 <i>Moodboard “ODWSYRNA”</i>	18
Gambar 4.2 Desain 1	19
Gambar 4.3 Desain 2	20
Gambar 4.4 Desain 3	21
Gambar 4.5 Desain 4	22

DAFTAR TABEL

Gambar 4.1 <i>Budgeting Look 1</i>	23
Gambar 4.2 <i>Budgeting Look 2</i>	23
Gambar 4.3 <i>Budgeting Look 3</i>	24
Gambar 4.4 <i>Budgeting Look 4</i>	24