

ABSTRAK

Nur Shafia Aini. 5203143007. Perancangan Hijab Dengan Motif Khas Kota Tanjung Balai Menggunakan Teknik Digital Printing. Skripsi. Program /studi Pendidikan Tata Busana. Jurusan Pendidikan Kesejahteraan Keluarga. Fakultas Teknik Universitas Negeri Medan. 2025.

Perancangan hijab dengan motif khas Kota Tanjung Balai dilakukan menggunakan teknik *digital printing* yang disesuaikan dengan kebutuhan konsumen terhadap produk *fashion* muslim modern. Motif dikembangkan dari kekayaan ornamen lokal yang mencerminkan identitas budaya Kota Tanjung Balai, yaitu biota laut (kerang, siput, bintang laut) serta ornamen Melayu. Ornamen tersebut dirancang dengan memperhatikan unsur dan prinsip desain, serta disesuaikan dengan karakteristik bahan hijab agar tetap nyaman sekaligus menarik secara visual.

Penelitian ini diawali dengan analisis kebutuhan konsumen melalui angket kepada 43 mahasiswa Program Studi Tata Busana angkatan 2023. Hasil menunjukkan bahwa 97% responden menggunakan hijab setiap hari, 92% rutin membeli hijab minimal sekali dalam enam bulan, dan 98% mengutamakan kenyamanan bahan dengan voal sebagai pilihan utama. Sebanyak 86% lebih menyukai hijab bermotif, 94% tertarik pada motif khas daerah, serta mayoritas menyukai warna pastel (94%) dan netral (88%). Selain itu, 98% menyatakan minat menggunakan hijab bermotif khas Kota Tanjung Balai apabila tersedia di pasaran.

Tahap perancangan meliputi seleksi motif, penerapan prinsip desain, serta validasi oleh ahli desain dan ahli produk. Hasil validasi desain memperoleh skor 97,5% (sangat baik), validasi produk 90% (layak), dan uji praktikal skala kecil dengan 10 responden mencapai 91,60% (sangat baik).

Dengan demikian, hijab bermotif khas Kota Tanjung Balai dinyatakan layak diproduksi menggunakan teknik digital printing karena memenuhi aspek estetika, kenyamanan, serta berpotensi mengangkat identitas budaya lokal dalam industri *fashion* muslim modern.

Keyword: Perancangan Hijab, Motif Lokal, Ornamen Biota Laut, Ornamen Melayu, Digital Printing, Research and Development (R&D), Desain Produk.

ABSTRACT

Nur Shafia Aini. 5203143007. *Designing a Hijab with a Typical Motif from Tanjung Balai City Using Digital Printing Techniques*. Thesis. Fashion Design Education Program/Study. Family Welfare Education Department. Faculty of Engineering, State University of Medan. 2025.

The design of hijabs with motifs inspired by Tanjung Balai City was carried out using digital printing techniques adapted to consumer needs for modern Muslim fashion products. The motifs were developed from local ornamental wealth that reflects the cultural identity of Tanjung Balai, including marine life elements (shells, snails, starfish) and Malay ornaments. These ornaments were designed by applying design elements and principles and adjusted to the characteristics of hijab fabrics to ensure comfort while maintaining visual appeal.

This research began with a consumer needs analysis through a questionnaire distributed to 43 students of the 2023 cohort of the Fashion Design Study Program. The results showed that 97% of respondents wear hijabs daily, 92% purchase hijabs at least once every six months, and 98% prioritize fabric comfort, with voal being the most preferred material. A total of 86% favored patterned hijabs, 94% expressed interest in regional motifs, while pastel (94%) and neutral colors (88%) were the most preferred. Furthermore, 98% of respondents stated their interest in wearing hijabs with motifs inspired by Tanjung Balai if available on the market.

The design process included motif selection, application of design principles, and validation by design and product experts. The validation results showed 97.5% feasibility (very good) for design, 90% feasibility for product, and 91.60% (very good) for small-scale practical testing with 10 respondents. Thus, the hijab with motifs inspired by Tanjung Balai is declared feasible to be produced using digital printing techniques, as it meets aesthetic and comfort aspects while also having strong potential to promote local cultural identity within the modern Muslim fashion industry.

Keywords: Hijab Design, Local Motifs, Marine Life Ornamentation, Malay Ornamentation, Digital Printing, Research and Development (R&D), Product Design.