

ABSTRAK

Kowy Hana Fatikasari Simamora. Perancangan Busana *Casual Ready To Wear* Menggunakan Kain Tradisional Batak Toba. Skripsi. Fakultas Teknik, Universitas Negeri Medan. 2026.

Industri busana membutuhkan inovasi dalam perancangan produk *tren fashion modern* menggunakan kain tradisional agar tetap relevan dengan konsep *sustainable fashion* serta dapat menjadi produk busana *casual ready to wear* yang sesuai dengan kebutuhan gaya berpakaian mahasiswi masa kini. Kondisi tersebut mendorong perlunya perancangan busana kain tradisional motif sibolang rasta ke dalam desain yang lebih fungsional, modern, dan memiliki potensi sebagai produk *tren fashion modern*. Tujuan penelitian ini adalah menghasilkan rancangan busana *casual ready to wear* menggunakan kain tradisional Batak Toba motif Sibolang Rasta serta mengetahui tingkat kelayakan produk yang dihasilkan.

Penelitian ini merupakan penelitian dan pengembangan (*Research and Development*) dengan menggunakan model 4-D yang meliputi tahap *Define, Design, Development, dan Disseminate*. Validasi dilakukan dalam dua tahap oleh satu ahli desain dan dua ahli produk, sedangkan uji kelayakan dilaksanakan melalui tiga tahap, yaitu uji kelompok kecil, kelompok sedang, dan kelompok besar yang melibatkan 30 mahasiswi Fakultas Bahasa dan Seni Universitas Negeri Medan sebagai konsumen. Pengumpulan data menggunakan angket, kemudian dianalisis secara deskriptif kuantitatif.

Hasil penelitian menunjukkan bahwa validasi ahli desain memperoleh persentase 70% dengan kriteria baik, validasi ahli produk memperoleh persentase rata-rata 85,62% dengan kriteria sangat baik, sedangkan penilaian konsumen memperoleh persentase rata-rata 94% dengan kriteria sangat baik. Hasil uji coba kelompok kecil, sedang, dan besar masing-masing memperoleh persentase 94%, 97%, dan 98% dengan rata-rata 97% berkategori sangat baik. Dengan demikian, busana *Casual ready to wear* menggunakan kain tradisional Batak Toba motif Sibolang Rasta dinyatakan layak untuk dikembangkan sebagai produk *Fashion modern* yang memiliki nilai fungsional bagi mahasiswi.

Kata kunci: Perancangan, Busana, Kelayakan, *Research and Development*.

ABSTRACT

Kowy Hana Fatikasari Simamora. *Casual Ready To Wear Fashion Design Using Batak Toba Traditional Fabric with Sibolang Rasta Motif*. Undergraduate Thesis. Faculty of Engineering, Universitas Negeri Medan. 2026.

The fashion industry requires innovation in designing modern fashion trend products using traditional fabrics to remain relevant to the concept of sustainable fashion, as well as to become casual ready-to-wear fashion products that meet the clothing style needs of today's female college students. This condition drives the necessity to design traditional fabric with the sibolang rasta motif into a creation that is more functional, modern, and holds potential as a modern fashion trend product. This study aims to produce casual ready to wear Fashion designs using Batak Toba traditional fabric with the Sibolang Rasta motif and to determine the feasibility level of the resulting products.

This study is a research and development (R&D) project employing the 4-D model, which includes the Define, Design, Develop, and Disseminate stages. Validation was conducted in two stages by one Design expert and two product experts, while the feasibility test involved 30 female students from the Faculty of Languages and Arts, Universitas Negeri Medan, as consumers. Data were collected using questionnaires and subsequently analyzed using descriptive quantitative analysis.

The results showed that the Design expert validation achieved a percentage of 70% (good category), the product experts' validation achieved an average percentage of 85.62% (excellent category), and the consumer evaluation achieved an average percentage of 94% (excellent category). The small, medium, and large-scale trials obtained percentages of 94%, 97%, and 98% respectively, with an overall average of 97% falling into the excellent category. Consequently, the casual ready to wear Fashion using Batak Toba traditional fabric with the Sibolang Rasta motif is declared feasible to be developed as a Fashion product that holds functional, aesthetic, and economic value.

Keywords: Design, Clothing, Feasibility, Research and Development.