

## **ABSTRAK**

**SUCI LESTARI, Pengetahuan Mahasiswa Tata Busana Tentang Penerapan Eco Fashion.** Skripsi, Jakarta : Program Studi Pendidikan Tata Busana, Fakultas Teknik, Universitas Negeri Jakarta, 2017. Dosen Pembimbing: Dra. Vivi Radiona SP, M.Pd dan Dra, Harsuyanti RL, M.HUM.

Tujuan penelitian ini adalah untuk mengetahui seberapa tinggi pengetahuan mahasiswa program studi Tata Busana tentang penerapan *eco fashion*.

Metode penelitian yang digunakan adalah pendekatan deskriptif kuantitatif. Populasi penelitian ini adalah mahasiswa Program Studi Tata Busana Universitas Negeri Jakarta tingkat akhir (D3 2013-2014, S1 2011-2013) yang berjumlah 100 orang. Teknik analisis data yang digunakan adalah analisis deskriptif. Instrumen penelitiannya berupa kuesioner berbentuk test yang terdiri dari 32 butir soal. Skala yang digunakan adalah skala guttman, dengan pilihan jawaban Benar-Salah.

Hasil penelitian menunjukkan bahwa mahasiswa tata busana memiliki pengetahuan tentang penerapan *eco fashion*, yang diukur berdasarkan 6 indikator, yaitu: pengetahuan, pemahaman, penerapan, analisis, sintesis dan evaluasi. Persentase terbesar tingkat pengetahuan mahasiswa tata busana tentang penerapan *eco fashion* berada ditingkat “sedang”. Aspek analisis memiliki persentase tertinggi pada tingkat sedang sebanyak 70%. Artinya, 70% mahasiswa tata busana memiliki pengetahuan menganalisis gambar dan contoh yang diberikan sesuai konsep-konsep penerapan *eco fashion*. Sedangkan aspek dengan persentase terendah adalah sintesis, ditingkat pengetahuan tinggi dengan 48%, selisih 3% dari tingkat sedang. Artinya 48% mahasiswa tata busana tingkat akhir memiliki pengetahuan merancang tema berkonsep *eco fashion* dan menyusun kegiatan yang merupakan penerapan dari *konsep eco fashion*. Dapat disimpulkan bahwa lebih dari 85% mahasiswa tata busana tingkat akhir memiliki pengetahuan tentang penerapan *eco fashion*.

**Kata kunci : Pengetahuan, Tata Busana, Penerapan, Eco Fashion**

## **ABSTRACT**

**SUCI LESTARI, Knowledge College Students Of Fashion Design About Application Of Eco Fashion.** Thesis, Jakarta: Education Studies Program Fashion Design, Faculty of Engineering, State University of Jakarta, 2017. Lecturers: Dra. Vivi Radiona SP, M Ed and Dra, Harsuyanti RL, M. Hum.

*The purpose of the research was to determine how high the knowledge of fashion designer college students on the application of eco fashion.*

*The research method used was quantitative descriptive approach. The population was fashion design college students State University of Jakarta final level (Diploma degree 2013-2014, Bachelor's degree 2011-2013), which amounted to 100 people. Data analysis technique used was descriptive analysis. The research instrument was a questionnaire-shaped test consisting of 32 items. The scale used is the scale Guttman, with a choice of answers True-False.*

*The results showed that college students of fashion design have knowledge about the application of eco fashion, which is measured based on six indicators, are: knowledge, comprehension, application, analysis, synthesis and evaluation. Largest percentage level of knowledge from college students of fashion design about the implementation of eco fashion on level "medium". Aspects of the analysis had the highest percentage in the rate was as much as 70%. That was, 70% of college students of fashion design have a knowledge to analyze the images and examples which, given appropriate application of concepts of eco fashion. While aspects with the lowest percentage is synthesis, knowledge high level with 48%, 3% difference from the medium level. That was means 48% of college students of fashion design final level has a Knowledge to arrange theme concept of eco fashion and arrange activities which is the application from the concepts of eco fashion. It can be concluded that Over 85% of college students of fashion design final level has knowledge of the application of eco fashion.*

**Keywords:** *Knowledge, Fashion Design, Application, Eco Fashion*