

Universitas Ngudi Waluyo
Program Studi S1 Pendidikan Vokasional Desain *Fashion*, Fakultas Komputer dan
Pendidikan
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Duwi Sri Lestari
194211002

ANALISIS KAJIAN BENTUK DAN FUNGSI PRODUK *CRAFT*
DOUBLE EIGHT CRAFT SEMARANG

ABSTRAK

Penelitian ini menganalisis produk UMKM *Double Eight Craft* sebuah usaha kreatif berbasis daur ulang yang berlokasi di Semarang, dalam mengolah limbah kain perca menjadi produk fungsional dan estetis guna mengurangi limbah tekstil serta mendukung ekonomi kreatif. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif, penelitian ini menggunakan teknik observasi, wawancara, dan dokumentasi untuk mengkaji bentuk dan fungsi produk berdasarkan prinsip seni rupa dan desain. Hasil penelitian menunjukkan bahwa melalui teknik *patchwork*, *quilting*, dan aplikasi kain, dapat menghasilkan produk seperti *outer*, *totebag*, dan dompet. Menerapkan unsur seni rupa seperti garis, warna, dan tekstur, serta prinsip keseimbangan, kesatuan, dan dominasi. Berdampak pada pengurangan limbah tekstil, usaha ini juga mendukung pemberdayaan ekonomi lokal dengan melibatkan pengrajin daerah. Kesimpulan penelitian ini menegaskan bahwa *Double Eight Craft* tidak hanya berkontribusi dalam pengelolaan limbah tekstil, tetapi juga memiliki potensi untuk berkembang melalui inovasi desain dan strategi pemasaran yang lebih luas guna meningkatkan daya saing di pasar global.

Kata kunci: Analisis, Bentuk, Fungsi, Produk *Craft*, *Double Eight Craft*

Ngudi Waluyo University
Bachelor's Program in Vocational Education for Fashion Design, Faculty of Computer
Science and Education
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Duwi Sri Lestari
194211002

***ANALYSIS OF FORM AND FUNCTION OF CRAFT PRODUCTS
DOUBLE EIGHT CRAFT SEMARANG***

ABSTRACT

This research analyzes the role of Double Eight Craft, a creative business based on recycling located in Semarang, in processing fabric waste into functional and aesthetic products to reduce textile waste and support the creative economy. The method used in this study is a qualitative approach, employing techniques such as observation, interviews, and documentation to examine the form and function of products based on the principles of fine arts and design. The results indicate that through techniques like patchwork, quilting, and fabric application, products such as outerwear, tote bags, and wallets can be produced. By applying elements of fine arts such as line, color, and texture as well as principles of balance, unity, and dominance. This initiative not only impacts the reduction of textile waste but also supports local economic empowerment by involving local artisans. The conclusion of this research emphasizes that Double Eight Craft not only contributes to textile waste management but also has the potential to grow through design innovation and broader marketing strategies to enhance competitiveness in the global market.

Keywords: Analysis, Form, Function, Craft Products, Double Eight Craft

