

Pengembangan Produk *Ecoprint Ready-to-Wear* melalui Teknik *Wrap and Drape* dengan Pendekatan Partisipatif

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Abstrak

Penelitian ini bertujuan untuk mengkaji implementasi konsep *eco-design* dalam pengembangan produk *ecoprint ready-to-wear* melalui teknik *wrap and drape*. Penelitian menggunakan pendekatan partisipatif dengan melibatkan komunitas *ecoprint* di Surabaya. Pengumpulan data dilakukan melalui observasi, *focus group discussion* (FGD), praktik pembuatan *ecoprint*, pengembangan *prototype* produk, serta dokumentasi penggunaan produk. Konsep *eco-design* yang diterapkan mengacu pada prinsip *sustainable fashion* dan *slow fashion* yang menekankan keberlanjutan, pengurangan limbah produksi, serta peningkatan usia pakai produk. Hasil penelitian menunjukkan bahwa teknik *wrap and drape* memungkinkan kain *ecoprint* diolah menjadi produk siap pakai tanpa proses pemotongan kain sehingga limbah produksi dapat diminimalkan. Selain itu, pendekatan partisipatif membantu proses transfer pengetahuan dan keterampilan kepada anggota komunitas. Penelitian ini memberikan gambaran awal mengenai penerapan *eco-design* pada pengembangan produk *ecoprint* skala komunitas.

Kata kunci: *eco-design, ecoprint, ready-to-wear, sustainable fashion, wrap and drape*

Abstract

This study explores the implementation of eco-design principles in developing ready-to-wear ecoprint products using the wrap and drape technique. The research adopts a participatory approach involving a community-based ecoprint group in Surabaya. Data was collected through observation, participatory practice, and training sessions. The study integrates eco-design concepts with slow fashion principles, emphasizing sustainability, zero-waste production, and product longevity. The findings indicate that the wrap and drape technique enables the transformation of ecoprint fabrics into wearable products without cutting, allowing the fabric to return to its original form and extending the product lifecycle. Additionally, the participatory approach enhances skill transfer and practical adoption among community members. This study contributes to sustainable fashion development by proposing an eco-design framework applicable to small-scale creative industries.

Keywords: *eco-design, ecoprint, ready-to-wear, sustainable fashion, wrap and drape*