CASUAL FOOTWEAR DESIGN FOR GIRLS AGES 8-12 YEARS WITH EXPLORATION AND APPLICATION OF CHILDREN BATIK PATTERN

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ABSTRACT

Naturally, girls at ages 8-12 years (tween) are having tendency for thinking and acting like the adult. They need certain attentions from the parents in order to behave appropriately. One of them is their look matter especially wearing footwear. In Indonesia, many tween girls are having difficulty on finding the right shoes because of their feet size that same as adult, so the design based on adult’s style and lack of children elements. Therefore, it needed specific shoe design for tween girl based on their needs, trends, interests, and showing Indonesian character as education element and have pride with Indonesian products. This opportunity is supported by growth of fashion sector in Indonesia which more increase and lot of skilled craftsmen.

Data obtained by interviewing, questionnaire, literature, and field study. The data results will be used as basic reference in designing and obtaining solution for final product.

The output obtained on the form of shoes prototype series with specific design for girl ages 8-12 years with exploration and application of children batik patterns as education and aesthetical elements.

Keywords: shoes, girls, tween, batik pattern