



The Quality of Gatra Rahayu Men's Clothing in the Theme of Neo Eco Kretek Kudus

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ABSTRACT - Systematic studies of the quality of contemporary men's fashion are still limited, especially those that place a single piece of fashion as a single object based on the concept of Neo Eco and local culture, while the fashion industry demands aesthetic, functional, and sustainable work. This study aims to describe the quality of Gatra Rahayu men's clothing in the theme Neo Eco Kretek Kudus as a representation of contemporary aesthetics based on local culture. The quantitative descriptive approach was used with Gatra Rahayu as the object of research as well as expert panelists and trained panelists as subjects. Fashion quality assessment is carried out using instruments that are compiled based on five main aspects, namely design, aesthetics, sewing and finishing techniques, performance or overall appearance, and uniqueness. The data was analyzed using a descriptive percentage technique. The results of the study show that the quality of Gatra Rahayu Fashion is in the very decent category with an overall percentage of 93%, with the uniqueness indicator as the highest aspect of 96% supported by woven details as a visual identity. These findings show that Gatra Rahayu fashion has excellent quality as a unique sustainable fashion product. Academically, this research enriches the study of evaluation of the quality of men's clothing based on a single work, while practically having implications as a reference for the creation of quality and sustainable men's clothing.

Keywords: Men's fashion, Neo Eco, fashion quality, sustainable fashion, contemporary aesthetic.

INTRODUCTION

The fashion industry in Indonesia has experienced significant development in the men's fashion segment, with an emphasis on functionality, comfort, and sustainability. This shift in orientation requires fashion designers to apply social and environmental responsibility through the selection of sustainable fashion materials, techniques, and concepts (Wangi Eka Budi et al., 2022). Increasing consumer awareness of the concept of sustainable fashion strengthens the demand for the quality of men's fashion that meets aesthetic, function, and durability aspects (Agrawal, 2024).

Contemporary men's fashion is demanded to meet functional needs without putting aside visual value and cultural identity. Trend developments show that younger consumers prefer fashion with simple designs, comfortable, easy to mix and match, and in accordance with modern lifestyles (Ramadan, 2024). This condition confirms that the quality of fashion is a major factor in the acceptance of products in the market because it reflects the integration of function, aesthetics, and comfort.

Fashion works in learning have a strategic role as outputs that reflect the quality of the products produced. Fashion works are positioned as real products that represent the conceptual and technical abilities of students, and can be objectively assessed based on certain quality indicators. Fashion quality assessment is important to provide an overview of the feasibility of the product from the aspects of design, aesthetics, sewing techniques and finishes, performance or overall appearance, and uniqueness as a product differentiator value (Fortuna et al., 2025).

Gatra Rahayu men's clothing is a men's fashion work that carries the theme of Neo Eco Kretek as part of the larger theme framework "Meta Nusantara: The Future of Wearable Heritage", which emphasizes the integration of Nusantara cultural values into sustainability-based contemporary fashion design. The Neo Eco concept emphasizes the merging of ecological approaches with modern design ideas, resulting in clothing that is relevant to sustainability issues without losing its contemporary character (Linggi et al., 2025). The cultural inspiration of Kretek Kudus is interpreted into elements of fashion design and construction as a representation of local identity. The term Gatra Rahayu itself contains a philosophical meaning about balance and harmony, which is manifested through structural regularity, material selection, and controlled design details.

The application of sustainability principles in Gatra Rahayu fashion is reflected in the use of weaving techniques as a design strategy that not only presents a distinctive visual texture, but also has the potential to optimize the use of textile materials and reduce patchwork waste. This approach is in line with the concept of sustainable design which emphasizes material optimization, sustainability-oriented production processes, and the creation of aesthetic value through engineering exploration (Handayani, 2022). Thus, the quality of fashion is reviewed not only from the aesthetic and functional aspects, but also from its uniqueness and relevance to the principles of sustainability and local cultural identity.

Academic studies related to sustainability-based men's fashion and local culture generally focus on the development of design concepts or material exploration, while The assessment of the quality of fashion as a final product is still limited (Faiza et al., 2023). In addition, research that specifically assesses the quality of a single men's fashion work with measurable indicators that integrate aspects of design, technique, performance, and uniqueness is still rare (Wardhani, 2024). This condition shows that there is a research gap in the study of men's fashion quality assessment based on sustainability and local culture.

The novelty of this research lies in the focus of the study on the quality of one men's fashion work as a single object in the theme of Neo Eco Kretek Kudus. Previous research generally focused on design or material concepts, without putting the final product quality assessment as the main focus of the analysis (Faiza et al., 2023). This research approach emphasizes the assessment of fashion quality through clear and structured indicators, involving panelists with competencies in the field of design and fashion, thereby providing a more comprehensive understanding of the successful integration of sustainability principles, aesthetics, and local culture in men's fashion products.

The formulation of the problem in this study is how the quality of Gatra Rahayu's men's clothing in the theme of Neo Eco Kretek Kudus. In line with the formulation of the problem, the purpose of this study is to assess the quality of Gatra Rahayu men's clothing in the theme of Neo Eco Kretek Kudus based on design indicators, aesthetics, sewing techniques and finishes, overall performance or appearance, and uniqueness. Academically, this research has urgency in the field of fashion education because it strengthens the study of the assessment of the quality of fashion works as a measurable and systematic learning output, especially in sustainability-based men's clothing and local culture. Practically, this research is relevant for the fashion industry as a reference in the development of ready-to-wear men's clothing that integrates local cultural values and sustainable fashion principles while still paying attention to product quality standards according to the needs of the contemporary market.

METHOD

This study uses a quantitative descriptive approach to assess the quality of Gatra Rahayu men's clothing with the theme Neo Eco Kretek Kudus. This approach aims to present an objective picture of fashion quality based on numerical data on the results of measurable assessments without treatment or manipulation of variables (Sugiyono, 2023). The research variable is the quality of fashion which is operationalized into five indicators, namely design, aesthetics, sewing and finishing techniques, fashion performance, and uniqueness.

The research was carried out through the stages of preparing indicators based on theoretical and literature studies, the preparation of multi-scale assessment instruments, and testing the validity of the instruments by expert panelists. The instrument is in the form of an assessment sheet that contains items according to five aspects of fashion quality and is used systematically in the data collection process (Sugiyono, 2023).

The research subjects consisted of five expert panelists and twenty trained panelists. The selection of five expert panelists was carried out to ensure assessment based on professional competence and depth of analysis, while twenty trained panelists were used to obtain stable and quantitatively representative assessment data (Sugiyono, 2023). Panelists were given an explanation of the assessment procedure and the use of instruments before conducting the assessment so that the data obtained is consistent and accountable (Purnama et al., 2025).

The research instruments have been validated by four expert panelists, namely Godham Eko Saputro, S.Sn., M.Ds., Alif Imartini, S.Pd., Anik Supriyati, S.Pd., and Rina Purwanti, S.Pd., M.Si. Validity was analyzed using the Aiken's V index to assess the agreement between experts on the feasibility of each item, so that the indicators used were declared representative in measuring the quality of clothing.

The validity of the instrument is analyzed using the Aiken's V index to assess the level of agreement between the assessors on the feasibility of each instrument item. The Aiken's V Index is used to determine the level of validity of the test items based on the scores given by experts, so that it can be known to what extent the instrument indicators represent the measured fashion quality variables.

The Aiken's V formula used in this study is as follows:

$$V = \frac{\sum s}{n(c-1)}$$

Description:

V	:	Index of reter agreement regarding item validity
s	:	r-lo
r	:	Score of the reter's choice category
the	:	lowest score in the scoring category
n	:	Lots of raters
c	:	The number of categories that the reter chooses

TABLE 1. Instrument validity criteria.

Range	Criteria
0.00 – 0.19	Very low degree of validity
0.02 – 0.39	Low degree of validity
0.40 – 0.59	Medium degree of validity
0.60 – 0.79	High degree of validity
0.80 – 1.00	Very high degree of validity

(Putri, 2023)

The results of the analysis of the validity of the instrument based on the calculation of the Aiken's V index showed an average value of 0.93. This value indicates that the assessment instrument has a high level of validity and meets the criteria for use in the research. A complete description of the process and the results of the validity calculation are presented in the appendix. The validation process also produces a number of suggestions from validators that are used as a basis for refining the instrument before it is used at the data collection stage.

Instrument reliability refers to the level of consistency of the measuring instrument in producing stable data when used repeatedly under comparable conditions. Instruments that have adequate reliability show that each assessment item is able to measure the same variables consistently and can be trusted as a data collection tool (Sugiyono, 2023).

Reliability testing between assessors in this study was carried out using the *Intraclass Correlation Coefficient* (ICC) method to determine the level of assessment agreement among the panelists on the quality of the assessed clothing. The ICC analysis is carried out with the help of SPSS software after the instrument is declared to have passed the validity test through expert assessment. The analysis model used is a *two-way random model* with an *absolute agreement approach*, which is suitable for assessing the consistency of assessments involving more than one assessor.

TABLE 2. Result of reliability estimation using ICC.

Intraclass Correlation Coefficient							
	Intraclass Correlation ^b	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.435a	.034	.863	4.077	5	15	.015
Average Measures	.755c	.123	.962	4.077	5	15	.015

(Source: Research Data, 2025)

The results of the reliability test showed that the *value of the Intraclass Correlation Coefficient (ICC)* on the *Average Measures* was 0.755, with a 95% confidence interval range between 0.123 to 0.962 and a significance level of 0.015 ($p < 0.05$). This value is included in the category of reliability either because it is in the range of 0.75–0.90 according to the interpretation criteria put forward by Koo and Li in (Smithies et al., 2024). These findings show that the assessment instrument has an adequate level of consistency between assessors, making it suitable for use at the research data collection stage.

The data analysis in this study uses a percentage descriptive analysis technique to describe the results of the panelists' assessment of the quality of Gatra Rahayu's men's clothing in an objective and measurable manner. Descriptive analysis is used to present research data in numerical form so that the characteristics of fashion quality can be explained systematically based on the results of assessment observations (Sugiyono, 2023). The results of the analysis are then classified into predetermined quality categories.

The percentage calculation is carried out by comparing the number of scores obtained on each assessment indicator with the maximum score that can be achieved, then the result is multiplied by one hundred percent. This technique is used to determine the level of achievement of the quality of Gatra Rahayu's men's clothing based on design indicators, aesthetics, sewing and finishing techniques, overall appearance (*performance*), and uniqueness that reflects innovation and creativity.

$$DP = \frac{\bar{n}}{N} \times 100\%$$

Description:

DP = Descriptive Presentation

n = Sum of scores on an item

N = Sum of the maximum score on an item

100% = Fixed number

TABLE 3. Grade percentage category table.

No.	Percentage Range	Category
1.	81% - 100%	Very Feasible
2.	61% - 80%	Feasible
3.	41% - 60%	Fairly Feasible
4.	21% - 40%	Not Feasible
5.	0% - 20%	Very Not Feasible

(Source: Personal Documents, 2025)

RESULTS AND DISCUSSION

Result

This study displays a moodboard as the visual context that underlies the appearance of Gatra Rahayu's ready-to-wear men's clothing with the theme Neo Eco Kretek Kudus. Moodboards contain visual elements in the form of color palettes, material textures, and shape references that represent the character of the theme being raised. The existence of the moodboard in this study serves as an initial visual representation of the object being assessed, so that the visual character of the fashion that is the focus of the quality assessment can be shown clearly and in a directed manner. The role of moodboard as a visual medium that summarizes the main visual elements is also stated in the study of fashion design as a means to display the visual character of a concept in a concise and structured manner. As an illustration, the moodboard is shown in **FIGURE 1**.



FIGURE 1. Moodboard fashion Gatra Rahayu.

This study aims to determine the quality of Gatra Rahayu men's clothing with the theme Neo Eco Kretek Kudus. The assessment was carried out by five fashion expert panelists, namely Novita Dwi Parastuti, Sudarna Suwarsa, Widya Andhika Aji, S. Psi., Ratih Dinawati/Ina Priyono, and Noor Laila Ramadhani, S. Pd., M. Pd., as well as twenty trained panelists, using percentage descriptive analysis techniques. The assessment is focused on five main indicators, namely design, aesthetics, sewing techniques, performance, and uniqueness. Each indicator is assessed to provide a comprehensive picture of the quality of fashion from the perspective of professionals and practitioners. The assessment of Gatra Rahayu fashion will be held on December 8-19, 2025.

The results of the analysis show that Gatra Rahayu's clothing has very decent quality in all aspects of the assessment. These findings confirm that the fashion is able to represent a contemporary aesthetic while elevating local identity through an innovative design approach. The fashion display from the front and back is shown in **FIGURE 2** and **FIGURE 3**.



FIGURE 2. Gatra Rahayu fashion looks front.



FIGURE 3. Gatra Rahayu fashion looks back.

TABLE 4. Gatra Rahayu fashion quality test in the theme of Neo Eco Kretek Kudus.

No.	Panelist	Percentage	Categories
1.	Expert Panelists	90%	Very Feasible
2.	Trained Panelists	95%	Very Feasible
	Average	93%	Very Feasible

TABLE 4 shows the percentage of fashion feasibility according to the assessment of expert panelists and trained panelists. The results of the assessment showed that expert panelists gave a feasibility percentage of 90%, while trained panelists gave a higher percentage, which was 95%. The combined average score of the two groups of panelists of 93% puts Busana Gatra Rahayu in the very decent category. These results show that the quality of the fashion is considered to have met the set feasibility standards, both based on professional assessments and practical assessments from trained panelists.

TABLE 5. Gatra Rahayu fashion quality test results from average per indicator.

Panellists	Design	Aesthetics	Sewing techniques & Finishing	Fashion Performance	Uniqueness
Expert Panelists	92%	90%	83%	90%	94%
Trained Panelists	95%	93%	92%	95%	98%
Average	94%	92%	88%	93%	96%

The results of the calculation of the average percentage of Gatra Rahayu fashion quality based on each indicator are presented in **TABLE 5**. The expert panelists' assessment showed that the highest score was found in the uniqueness indicator with a percentage of 94%, followed by the design indicator with a percentage of 92%. The aesthetic and fashion performance indicators each obtained a percentage of 90%, while the lowest score was found in the indicators of sewing techniques and finishing techniques with a percentage of 83%.

Quality assessment by trained panelists showed that the highest score was found in the uniqueness indicator with a percentage of 98%, followed by the design and fashion performance indicators which each obtained a percentage of 95%. The aesthetic indicator obtained a percentage of 93%, while the lowest score was found in the sewing and finishing technique indicator with a percentage of 92%.

The average results of the assessment per indicator obtained from a combination of expert panelists and trained panelists showed that the highest score was found in the uniqueness indicator with a percentage of 96%, followed by design indicators of 94%, fashion performance of 93%, and aesthetics of 92%. The lowest score was found in the sewing and finishing technique indicator with a percentage of 88%, although it remained in the very feasible category.

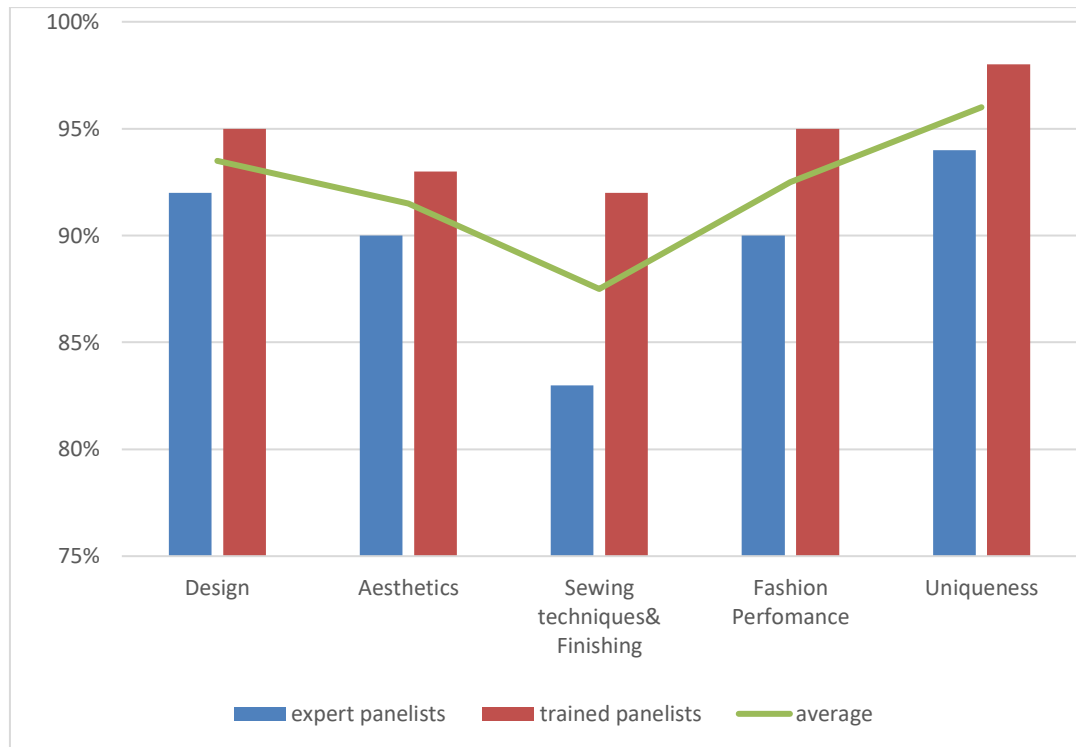


FIGURE 4. Bar chart of Gatra Rahayu fashion quality test results.

The distribution of the average percentage of quality of Busana Gatra Rahayu based on five assessment indicators is presented visually in **FIGURE 4**, which shows a tendency of high and relatively even percentage values in all quality indicators. The results of the bar chart visualization show that all indicators are in the very feasible category, with the uniqueness indicator showing the highest percentage value compared to other indicators.

The achievement of the value in this bar chart indicates that Gatra Rahayu Fashion has met the ready-to-wear men's clothing quality criteria formulated in the research, and is able to represent a design concept that is in line with the theme of Neo Eco Kretek Kudus within the framework of Meta Nusantara, which emphasizes the integration of local cultural values with contemporary design approaches.

The quality assessment of Gatra Rahayu Clothing was also reviewed based on the average percentage of each statement item presented in **TABLE 6**.

TABLE 6. Average percentage results of each panelist for each indicator statement item.

Indicator	Statement Item	Expert Panelists	Trained Panelists	Average
Design	P1	88%	93%	91%
	P2	96%	93%	95%
	P3	88%	97%	93%
	P4	96%	92%	94%
	P5	92%	99%	96%
Aesthetics	P6	92%	93%	93%
	P7	92%	92%	92%

Indicator	Statement Item	Expert Panelists	Trained Panelists	Average
Sewing and <i>Finishing Techniques</i>	P8	92%	96%	94%
	P9	88%	91%	90%
	P10	88%	95%	92%
	P11	80%	88%	84%
	P12	80%	88%	84%
	P13	80%	92%	86%
	P14	84%	92%	88%
	P15	92%	99%	96%
Performance or Overall Appearance	P16	92%	99%	96%
	P17	88%	90%	89%
	P18	96%	95%	96%
	P19	88%	93%	91%
	P20	88%	99%	94%
Uniqueness	P21	92%	97%	95%
	P22	96%	98%	97%
	P23	96%	99%	98%
	P24	92%	94%	93%
	P25	92%	100%	96%
Overall average				94%

In addition to the assessment based on the main indicators, the quality of Gatra Rahayu Fashion is also reviewed through an average percentage in each item of statement. The recapitulation of the results of the assessment of each statement item on the five quality indicators is presented in **TABLE 6**. The results showed that all assessment items on five quality indicators obtained an average percentage value that was in the very feasible category. Gatra Rahayu's men's clothing meets the quality criteria consistently in each indicator item assessed based on the panelists' assessment. The average percentage value of each assessment item is displayed in the form of a diagram to clarify the results of the panelists' evaluation.



FIGURE 5. Percentage chart of panelist assessment results per statement item.

The distribution of the percentage of panelist assessment results on each statement item is visualized in **FIGURE 5** to clarify the trend of the fashion quality evaluation results.

Discussion

This discussion not only presents the results of the fashion quality assessment, but also interprets the findings analytically by comparing them critically with the trends and findings of previous research in the study of contemporary menswear design based on culture and sustainability. Gatra Rahayu's men's clothing with the theme Neo Eco Kretek Kudus is a fashion work that combines sustainability values, local identity, and a contemporary design approach. Fashion quality is analyzed through five main indicators: design, aesthetics, sewing techniques and finishes, overall appearance, and uniqueness. All indicators are rated as very feasible, with uniqueness being the highest aspect with an average value of 96%, which highlights the character and distinguishing power of the design. Overall, these findings confirm that Gatra Rahayu clothing has harmonious and consistent qualities, combining distinctive aesthetics, functions, innovations, and local identity.

The high achievement of uniqueness indicators shows that the main strength of Gatra Rahayu clothing lies in the success of the designer in translating the concept of Neo Eco Kretek Kudus comprehensively and consistently. The excellence of the uniqueness indicator as the highest aspect with an achievement of 96% is supported by the application of woven details as the main visual identity of fashion. The woven details not only function as decorative elements, but also represent the concept of Neo Eco Kretek Kudus conceptually and structurally, thus strengthening the distinguishing power, character, and originality of Gatra Rahayu's men's fashion design in the context of contemporary men's clothing.

Design

The design indicator shows a percentage achievement of 94%, which illustrates that Gatra Rahayu's men's fashion design has been realized consistently and structured. Fashion design is displayed through the processing of clear visual elements, including the selection of materials, the formation of silhouettes, the arrangement of textures, the application of colors, and the suitability of the design with the initial design. The integration between these elements forms a complete and visually understandable fashion appearance. The findings expand on previous research that emphasized fashion design as a purely visual representation. In Gatra Rahayu clothing, design functions as a conceptual framework that integrates cultural values and sustainability into the form of clothing. Thus, design not only maintains the consistency of ideas and visuals as stated by (Hidayati et al., 2023), but also enriches the meaning and identity of fashion products contextually. Different from conventional design approaches that tend to be oriented towards visual trends, these findings suggest that men's fashion design can serve as a narrative medium to convey cultural values and sustainability concepts in an integrated manner.

a. Ingredients

The material sub-indicator shows a percentage of 92%, which reflects the suitability of the material with the character of men's fashion as well as the design concept applied. The selection of materials takes into account aspects of user comfort, ease of processing, shape stability, and visual display quality. The characteristics of the materials used are able to support the design structure and support the final result of the fashion optimally. This is in line with studies that state that the selection of textile materials has a strategic role in determining the quality of clothing, because the character of the material affects the comfort, neatness of the workmanship, and the visual impression produced. The right material is able to integrate technical and aesthetic aspects in a single design unit (Chumairoh, 2025).

b. Shape

The shape sub-indicator obtained a percentage of 94%, which indicates that the processing of silhouettes and fashion pieces is proportionately designed. The formation of the silhouette considers visual balance, the comfort of the wearer, as well as the clarity of the design character. The cut-out line arrangement and shape structure support the look of the fashion to look harmonious and match the character of ready-to-wear men's clothing. These findings support the idea that shape processing through silhouettes, lines, and design details plays a role in creating a visual illusion that supports body proportions and increases user acceptance of fashion. User-oriented design approach reinforces the functional quality and relevance of design to the intended market segmentation (Pramesiwi et al., 2025).

c. Texture

Texture is a design element that relates to the surface character of the material and visual details that can be observed or felt. Texture processing functions to enrich the appearance of the fashion, provide a visual dimension, and emphasize the character of the design carried. The results of the analysis showed that the texture sub-indicator obtained a percentage of 95%. The texture of the main materials and the decorative details applied support the design direction and reinforce the Neo Eco concept. The adaptation of the Kudus Kretek visual pattern to the texture of the fashion gives a distinctive character without compromising the aspect of comfort of wear. Controlled texture processing shows the integration between visual concepts and fashion functions. These findings confirm that texture has an important role in improving the aesthetic quality and identity of fashion design (Yugeswari & Pebryani, 2022).

d. Color

Color is a design element that plays a role in shaping visual character and strengthening the aesthetic value of fashion. The application of color not only serves as a decorative element, but also as a means to create impressions, atmospheres, and harmony between design elements (Aprinola et al., 2025). In Gatra Rahayu men's clothing, the Neo Eco Kretek Kudus theme is realized through the dominance of maroon and dongker blue colors combined with white and blue batik motifs. The color combination creates a strong, masculine, and balanced impression, while emphasizing the integration of traditional and contemporary elements. The color subindicator obtained a percentage of 93%, indicating the suitability of the colors with the design concept.

e. Compatibility with Idea Source/Moodboard

The source of ideas acts as a conceptual foundation in determining the visual direction and character of fashion design. Kretek Kudus is used as a source of ideas because it has strong cultural and visual value as a representation of local identity. The character of the shape, process, and symbolic meaning of Kretek Kudus is the basis for the development of men's clothing with the theme of Neo Eco. The application of the source of ideas is carried out through the preparation of a moodboard that contains visual elements typical of Kretek Kudus, such as lines, planes, textures, and shades of color. Moodboard serves as a reference in silhouette design, material selection, and placement of decorative details, so that the connection between the initial concept and the visual of the fashion is maintained (Sulistiyadewi, M. A., & Yulistiana, 2024). The sub-indicator of conformity with the source of the idea and the moodboard showed a percentage of 98%, which reflects the consistency of the implementation of the concept in the overall fashion design.

Aesthetics

Aesthetic indicators obtain average values 93% by category Very deserved, which shows that the visual beauty of fashion has been formed through the harmonious application of design elements and principles. The processing of shapes, colors, textures, and visual compositions results in a consistent fashion appearance that has aesthetic unity. The high aesthetic value is not only due to the technical application of design principles, but also to the harmony between the Neo Eco concept and the visually translated identity of Kretek Kudus. This shows that fashion aesthetics do not stand apart from concepts, but are born from the mutually reinforcing relationship between cultural meaning and visual processing. Thus, these findings criticize conventional aesthetic approaches that tend to separate visual beauty from the conceptual context of fashion. This is in line with the view that aesthetics are related to the study of beauty sourced from art and visual processing as the basis for the formation of the aesthetic value of a fashion work (Djelantik, 1999; Utomo, 2006 in (Prameswari, D. A., Prabawati, M., & Wesnina, n.d.) These findings reinforce previous studies that affirm that the application of design elements and principles in an integrated manner contributes significantly to the aesthetic quality of fashion. These results show that fashion aesthetics are no longer positioned as a purely visual aspect, but rather as the result of an interaction between concepts, cultural meanings, and integrated visual processing.

a. Unity

Unity is a design principle that shows the integration between visual elements so as to form a complete and consistent appearance. The application of the principle of unity in fashion serves to unite various design elements so that they support each other and are in harmony with the concept carried out (Yugeswari & Pebryani, 2022). Value 93% It shows that the relationship between shapes, colors, and lines in fashion has been harmoniously arranged, so that the visual character of the fashion is clearly legible and supports the overall aesthetic quality.

- b. **Rhythm**
Rhythm is related to the repetition of visual elements that make up the flow of view and the effect of motion. In Gatra Rahayu men's clothing, rhythm is realized through the repetition of lines, woven details, and plane arrangements that are applied consistently. This iteration creates visual continuity and avoids the impression of monotony, while reinforcing the character of the theme-based contemporary design Neo Eco Kretek Kudus (Fahira, D., & Ruhidawati, 2025). Value 92% indicates that the visual rhythm has been applied proportionally and in harmony with the overall design.
- c. **Balance**
Balance in fashion design functions to create a stable and visually organized impression. This principle is not always realized through symmetrical composition, but can be achieved through the processing of different but still harmonious elements. Gatra Rahayu men's clothing applies an asymmetrical balance to form and detail, resulting in a dynamic look without losing visual harmony (Fahira, D., & Ruhidawati, 2025). Value 95% Indicates that the arrangement of design elements has favored the visual balance and contemporary character of fashion.
- d. **Proportions**
Proportions are related to the suitability of the size comparison and the division of fields between the clothing parts. The application of proper proportions allows each element to have a balanced visual role without giving rise to excessive dominance. The size arrangement on the arms, torso, and decorative elements forms a neat and controlled composition, so that the clothes look proportional when worn (Dewi, M. F., Sudharsana, T. I. R. C., & Paramita & Sn, 2024). Value 90% shows that the principle of proportions has been applied appropriately and supports the harmony of fashion looks according to the design concept (Fahira, D., & Ruhidawati, 2025).
- e. **Harmony**
Harmony connects various visual elements, such as colors, lines, shapes, textures, and decorative elements, to form a unified look. In this fashion, harmony is seen through the integration between the fashion structure and decorative details, as well as the selection of matching colors so as to create a consistent visual relationship (Tejaningrum, A. R., & Ruhidawati, 2024). Value 94% shows that the processing of design elements has been harmoniously arranged and contributes to the overall aesthetic quality of fashion.

Sewing Techniques and Solutions

Sewing techniques are an important element in fashion construction because they affect the strength of the structure and the stability of the shape. The application of appropriate sewing techniques is necessary so that each piece of clothing can optimally support its function and design and produce a neat and professional look (Gusti et al., 2021). In Gatra Rahayu men's clothing with the theme Neo Eco Kretek Kudus, the sewing technique is applied by adjusting the character of each piece of clothing so as to form a sturdy and proportional construction. The results of the assessment showed a percentage of 90% in the very viable category, which indicates that the sewing technique has supported the overall quality of fashion construction. However, compared to the indicators of uniqueness and overall appearance, the relatively lower achievement of sewing techniques indicates that the main strength of Gatra Rahayu fashion is more dominant in the conceptual aspects and visual exploration. This shows that there is room for development in technical precision, especially in the consistency of seams and micro details, so that the quality of fashion can be more optimal as a ready-to-use product with industry standards.

- a. **Sewing techniques**
Sewing techniques reflect the quality of fashion construction which is determined by the precision of sewing methods, material processing, and the use of technology in the design realization process. The development of sewing techniques today does not only rely on conventional skills, but is also supported by innovations in materials and production tools that allow for a wider exploration of the form and function of fashion (Ismoiljon, 2022). The integration between traditional techniques and technology-based approaches contributes to the increase in aesthetic value as well as the functionality of fashion. The acquisition of a score of 86% in this sub-indicator indicates a feasible category, which indicates that the sewing technique has been applied adequately, but still requires improvement in terms of technical precision and consistency of sewing results so that the quality of the clothing can be improved optimally.
- b. **Neatness of the seam**
The neatness of the seams reflects the precision of the process as well as the suitability between the sewing technique, thread, and materials used. Neat seams not only enhance visual aesthetics, but also strengthen the

durability of the joints between the pieces of the garment (Pradifta, R. A., Hanafi, A. S., Novianto, W. D., Tuwarno, T. P., & Kevasoka, 2025). The neatness of the seams on the clothes can be seen through the regularity of the sewing pattern, the uniformity of the stitch spacing, and the cleanliness of the finish. This consistency supports shape stability and comfort of use. Value 86% The obtained shows that the neatness of the seams has met the set technical quality standards and contributes to the appearance of a suitable fashion for use.

c. Stitch

Setikan plays an important role in maintaining the strength of the connection and the stability of the fashion structure. The setting of the distance and the size of the stitch need to be adjusted to the character of the material so that the seam remains strong without damaging the fabric. The precision of the stitch also affects the visual neatness of the stitch results (Lestari & Umami, 2025). In this fashion, the stitch is applied in a controlled and consistent manner in each part, resulting in a proportional and neat connection. The results of the analysis show the value of 90% with a very decent category, which indicates that the stitch has supported the durability of the fashion while strengthening the quality of the final look.

d. Finishing

Finishing is the final stage that aims to ensure the perfection of the fashion before use. This process includes re-examination of the seams, cleaning of the remaining threads, small detail fireplaces, as well as ironing or Steaming to emphasize the fashion silhouette. The finishing stage plays an important role in improving the visual quality and readiness of fashion as a final product (Down, 2025). Value 90% The finishing aspect shows that the final finishing process has been carried out optimally, thus supporting neatness, clarity of shape, and overall fashion appearance.

e. Decorative techniques

Decorative techniques assess the application of decorative elements as a character reinforcement of fashion design. Decorative elements not only serve to beautify the look, but must also be combined appropriately so as not to interfere with the structure and function of the fashion. Controlled decorative placement can enhance aesthetic value while strengthening the visual identity of fashion (Aidah, L. N., & Suhartini, 2021). Indicators of decorative techniques obtained a value 98%, which indicates that the decorative elements have been applied in harmony with the main design. The integration of techniques, materials, and fashion structures results in an aesthetically pleasing, consistent look, and supports the overall visual quality of fashion.

Performance or Overall Display

Indicator *Performance* or the overall view obtained an average score 94% by category Very deserved. These results show that Gatra Rahayu's men's clothing is able to display a complete impression when worn, both visually and functionally. The integration of design elements such as shapes, lines, colors, textures, and proportions results in a consistent look and supports the user's comfort. The overall appearance of the fashion is the result of the integration of design principles that are applied appropriately so that the design character remains clearly legible (Prameswari, D. A., Prabawati, M., & Wesnina, n.d.). Rating *Performance* Includes compatibility with the final design, shape stability, ease of use, theme suitability, and contemporary feel. These five aspects contribute to the perception of fashion quality as a whole, because the appearance of fashion is not only judged by visual beauty, but also by how fashion functions and provides an experience for the wearer. In contrast to previous research that assessed the overall appearance, especially from the aspect of comfort and shape suitability, Gatra Rahayu performance clothing also functions as a medium for conveying concepts. The overall look becomes a synthesis indicator that connects design, technique, and uniqueness in one consistent, contextual visual experience.

a. Compatibility with design

The design conformity indicator obtained an average score of 98% in the very feasible category. These results show that Gatra Rahayu's men's clothing has been realized in accordance with the final design set, both in terms of shape, silhouette, proportion, and fit accuracy when worn. This high level of conformity indicates that the fashion construction process is carried out through the application of proper pattern techniques and fit evaluation, so that deviations between design and finish can be minimized. Thus, compatibility with The design reflects the success of a fashion design process that consistently integrates visual planning and technical precision (Galada & Baytar, 2025).

b. Shape stability

Shape stability is the ability of fashion to maintain the silhouette and design structure according to the design when worn. This aspect is influenced by the selection of materials and the precision of construction that supports the consistency of the shape of the clothing. The 90% score obtained on the shape stability indicator is included in the very feasible category, showing that fashion is able to maintain its shape and silhouette optimally so that the visual quality and character of the design are maintained (Jang et al., 2025).

c. Ease of use

Ease of use refers to the level of practicality of the fashion in the process of wearing and taking off, without reducing its comfort or aesthetic function. The sub-indicator of ease of use in Gatra Rahayu men's clothing obtained an average score of 95%, so it is included in the very feasible category. These results show that fashion can be used easily and provides adequate comfort, thus supporting the user's activities without causing disruption to the quality of the shape and appearance of the fashion (Zhang et al., 2025).

d. Compatibility with the theme

Suitability with the theme assesses the ability of fashion works to represent the ideas and conceptual messages underlying the design process. Themes act as a conceptual foundation that directs the application of visual elements, so that each design element can be integrated with each other and support the meaning that is to be conveyed. The sub-indicator of conformity with the theme of the fashion studied obtained an average score of 92%, with a very feasible category. The results show that the fashion design has displayed a good harmony between the theme concept and the visual manifestation, so that the design message can be conveyed clearly and consistently (Zou et al., 2022).

e. Contemporary effects

Contemporary fashion emphasizes the balance between today's design approaches and the conceptual values raised in the design resulting in a look that is relevant to the development of modern fashion aesthetics. The sub-indicator of contemporary impressions on Gatra Rahayu men's clothing obtained a score of 97% and is included in the very feasible category. These results show that Gatra Rahayu fashion is able to display modern, elegant, and contextual visual characters, thus being in harmony with the contemporary aesthetic that is the basis of its design (Park & Ha, 2025).

Uniqueness

Fashion uniqueness refers to the ability of design to display strong distinguishing characteristics so as to produce a distinctive visual identity that does not resemble other fashion works. The sub-indicator of uniqueness in Gatra Rahayu men's clothing obtained a score of 96%, which is included in the very feasible category. These results show that Gatra Rahayu's clothing is able to express creativity and design originality through concept processing, visual details, and consistent shape characters. This uniqueness provides aesthetic added value while strengthening the attractiveness of fashion as a fashion work that has character and exclusivity in the context of contemporary fashion (Alfoqahaa, 2025). Compared to previous research that interpreted uniqueness as the result of exploring form or material alone, this finding shows that the uniqueness of Gatra Rahayu fashion is built through the integration of cultural concepts, design innovation, and user experience. Thus, uniqueness not only serves as a visual differentiator, but also as a conceptual value that reinforces the identity of contemporary men's fashion based on local culture and sustainability.

a. Fashion innovation

Fashion innovation reflects the ability of designers to bring updates through the exploration of design elements that add value to products in a sustainable manner (Zhou et al., 2023). The innovation sub-indicator in Gatra Rahayu men's clothing obtained a score of 96%, so it is classified as a very feasible category. The results of this assessment show that Gatra Rahayu fashion is able to integrate the development of shapes, material processing, patterns, and decorative details creatively and in a directed manner. The approach results in designs that are not only visually different, but also have functional relevance and sustainable product value in the context of the contemporary fashion industry.

b. Laying of woven details

The placement of woven details shows the designer's ability to arrange the position and integration of decorative elements with the main structure of the fashion (Mayasari, 2024). This sub-indicator in Gatra Rahayu men's clothing obtained a score of 98%, which is included in the very feasible category. This achievement indicates that woven details are applied appropriately and proportionally, so that they are able to strengthen the visual character

of the fashion without disturbing the balance of silhouette and function of use. The presence of woven details plays a role not only as an aesthetic element, but also as an integral part that supports the clarity of the design concept and emphasizes the uniqueness of the overall fashion in the context of contemporary men's fashion design.

c. Interactive experiences

Interactive experiences reflect the extent to which fashion design is able to actively engage users through an integrated visual and functional understanding process. A design approach that utilizes interactive media and systems allows users to evaluate the character of the garment, including the suitability of shape, material behavior, and movement dynamics, more comprehensively (Sarakatsanos et al., 2024). The interactive experience sub-indicator on Gatra Rahayu men's clothing obtained a score of 98%, so it was classified in the very feasible category. These findings indicate that fashion design not only displays aesthetic qualities, but also presents an interaction experience that is effective, adaptive, and in line with contemporary fashion design principles.

d. Digital content

Digital content reflects the extent to which visual and narrative materials presented in online platforms are able to provide an interactive experience and strengthen user engagement with fashion. In this study, digital content is positioned as a supporting medium for fashion visualization, not as an object of marketing strategy evaluation (Haya & Diniati, 2024). Sub-indicators of digital content in fashion Happy Birthday obtained a score of 94%, so it was classified in the category of very feasible. These findings show that digital content not only increases visibility and interaction, but also supports user experiences that are adaptive, relevant, and aligned with contemporary fashion marketing practices.

e. Harmony of exploration results

The harmony of the exploration represents the integration of visual elements of fashion produced through the processing of colors and design elements in a planned manner. The application of the principle of color harmony that adapts to today's aesthetic perceptions contributes to building visual qualities that are balanced, pleasing to the eye, and in accordance with contemporary aesthetic preferences (Li et al., 2025). The sub-indicator of harmony explored in Gatra Rahayu men's clothing obtained a score of 98% and was categorized as very feasible, which shows that the design exploration process has succeeded in producing visual harmony that supports the character and aesthetic value of the fashion as a whole.

CONCLUSION

This study shows that the design of Gatra Rahayu's ready-to-wear men's clothing with the theme *Neo Eco Kretek* Kudus has succeeded in producing quality and feasible clothing in terms of design and product, with the integration of sustainability values, local identity, and consistent contemporary aesthetic principles. The results of the study confirm that the aspects of design, aesthetics, sewing techniques, overall appearance, and uniqueness of the fashion have been met, reflecting the harmony between the design concept and the visual result, so that the fashion is not only aesthetic but also functional and innovative. This research contributes to the development of fashion science by strengthening the understanding of the application of sustainable design that raises local cultural values and the relevance of structured design approaches in producing contemporary fashion products.

Based on these findings, further research is suggested to explore users' perceptions of sustainability values and local identity in fashion, as well as the development of the Neo Eco concept in other types of clothing or different market segments to gain a more comprehensive understanding of the effectiveness of sustainable design approaches in the fashion industry.

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