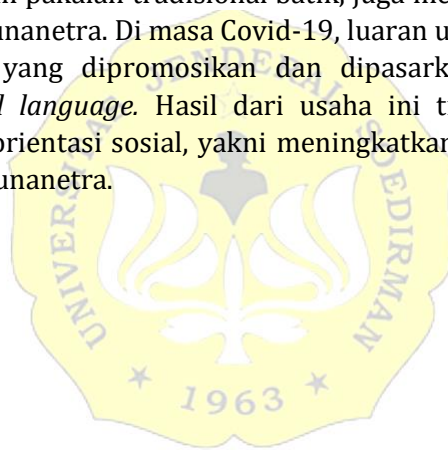


## RINGKASAN

Goffman menyatakan bahwa *appearance* atau penampilan bagian dari *personal front*. *Fashion* merupakan unsur penting dalam penampilan seseorang. Industri *fashion* umumnya menggunakan desain bagi orang “normal” tanpa memperhatikan keterbatasan fisik seseorang. Kemunculan busana adaptif, yakni busana untuk kaum difabel, menjadi salah satu cara para praktisi mode mendukung kelompok difabel ini. Sementara itu, Indonesia memiliki kekayaan kain yang luar biasa, salah satunya batik. Saat ini, setiap wilayah di Indonesia memiliki motif batik khas daerah tersebut dengan ragam hias yang beraneka. Identitas bangsa ini harus tetap dijaga kelestariannya. Bertolak dari kondisi tersebut, melalui PKM Kewirausahaan, kami berupaya menciptakan *fashion* bagi kelompok difabel, khususnya para penyandang tunanetra, sekaligus melestarikan batik sebagai pakaian tradisional Indonesia. Ide tersebut adalah membuat dan mengembangkan usaha pakaian tradisional ramah tunanetra (*Padiratu*). Tujuannya, selain mengembangkan inklusivitas dalam dunia *fashion* dan melestarikan pakaian tradisional batik, juga meningkatkan kepercayaan diri para penyandang tunanetra. Di masa Covid-19, luaran usaha *Padiratu* berbentuk *digital based product* yang dipromosikan dan dipasarkan dalam pasar digital menggunakan *bilingual language*. Hasil dari usaha ini tidak hanya berorientasi profit, namun juga berorientasi sosial, yakni meningkatkan kepedulian masyarakat terhadap penyandang tunanetra.



## **SUMMARY**

Goffman states that appearance is part of the personal front. Fashion is an important element in one's appearance. The fashion industry generally uses designs for "normal" people regardless of one's physical limitations. The emergence of adaptive clothing, namely clothing for people with disabilities, is one way for fashion practitioners to support this group of people with disabilities. Meanwhile, Indonesia has a wealth of extraordinary fabrics, one of which is batik. Currently, every region in Indonesia has a typical batik motif of the area with a variety of decorations. This nation identity must be preserved. Starting from these conditions, through PKM Entrepreneurship, we strive to create fashion for disabled groups, especially blind people, while preserving batik as traditional Indonesian clothing. The idea is to create and develop a blind-friendly traditional clothing business (*Padiratu*). The goal, apart from developing inclusiveness in the world of fashion and preserving traditional batik clothing, is also to increase the self-confidence of blind people. During the Covid-19 era, *Padiratu*'s business output was in the form of digital based products which were promoted and marketed in the digital market using bilingual language. The results of this effort are not only profit-oriented, but also socially oriented, namely increasing public awareness of people with visual impairments.

