

## RINGKASAN

Dunia *fashion* seringkali disimbolkan sebagai hal yang eksklusif, identik dengan tampilan fisik yang sempurna dan menarik. Umumnya, industri *fashion* menggunakan desain yang lazim tanpa memperhatikan keterbatasan fisik seseorang. Busana adaptif menjadi cara mewujudkan wacana praktisi mode yang mencintai dan mendukung keberagaman. Begitu pula dengan pakaian tradisional Indonesia yang berbeda-beda dan unik. Batik merupakan identitas bangsa Indonesia, maka eksistensi batik haruslah dilestarikan dan dijaga keutuhannya. Usaha pakaian tradisional ramah tunanetra (*Padiratu*) bertujuan mengembangkan pandangan inklusivitas dalam industri *fashion*, identitas diri, dan identitas kultural. 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 pada profit, namun juga memiliki nilai sosial yang tinggi.

Kata-kata kunci: *fashion*, busana adaptif, batik, *Padiratu*, pasar digital



## **SUMMARY**

*The world of fashion is often symbolized as something exclusive, kind of a perfect and attractive physical appearance. Usually, the fashion industry uses common designs regardless of one's physical limitations. The adaptive clothing is a way to embody the discourse of fashion practitioners who love and support diversity. Likewise with traditional Indonesian clothing that is different and unique. Batik is the identity of the Indonesian, so the existence of batik must be preserved and maintained its integrity. Therefore, the 'Pakaian Tradisional Ramah Tunanetra' or called (Padiratu) business aims to develop a view of inclusiveness in the fashion industry, self-identity and cultural identity. During the Covid-19, Padiratu's business output was in the form of a digital based product, which was promoted and marketed in the digital market using a bilingual language. The results of this business are not only profit-oriented, but also have high social value.*

*Keyword: fashion, adaptive clothing, batik, Padiratu, digital market.*

