

## RINGKASAN

Pakaian atau *fashion* seringkali disimbolkan sebagai hal yang eksklusif, diidentikkan dengan tampilan fisik yang sempurna dan menarik. Umumnya pakaian atau busana diciptakan untuk orang normal yang tidak memiliki keterbatasan fisik. Pakaian yang beredar di pasar belum mampu mengakomodasi orang berkebutuhan khusus seperti penyandang disabilitas sehingga menghambat mereka dalam berpakaian. Perlu ada busana adaptif sebagai cara mewujudkan wacana praktisi mode yang mencintai dan mendukung keberagaman, terutama bagi penyandang disabilitas. Tim *Padiratu* berinisiatif menghasilkan dan mengembangkan usaha busana adaptif sebagai komoditas unik yang berorientasi pada profit sekaligus memiliki kepedulian sosial yang tinggi dan edukatif. Ide tersebut adalah pakaian tradisional ramah tunanetra (*Padiratu*). Produk *Padiratu* bertujuan memberikan rasa percaya diri dan meningkatkan potensi yang dimiliki para penyandang tunanetra tanpa terhalang keterbatasan fisik mereka, memudahkan penyandang tunanetra dalam berpakaian secara mandiri, serta mendukung eksistensi usaha busana adaptif untuk penyandang tunanetra.

Pembuatan produk *Padiratu* bertujuan: *pertama*, mengembangkan inklusivitas dalam dunia *fashion*; *kedua*, melestarikan dan meningkatkan daya saing pakaian batik tradisional Banyumas, khususnya motif *bawor kembar*; *ketiga*, meningkatkan kepercayaan diri dan keterampilan menggunakan pakaian secara mandiri bagi penyandang tunanetra; *keempat*, slogan "*We Care, We Design*" mampu memotivasi masyarakat dalam meningkatkan kepedulian sosial terhadap penyandang disabilitas, khususnya penyandang tunanetra.

Kegiatan pembuatan produk *Padiratu* dilakukan secara daring atau *online based activities*. Metode yang digunakan dalam pembuatan produk *Padiratu* meliputi: tahapan pra-produksi; tahapan produksi; dan tahapan pasca-produksi. Hasil yang telah dicapai adalah: video animasi pelaksanaan program *Padiratu*; laporan kemajuan; laporan akhir; logo *Padiratu*; desain dan spesifikasi produk *Padiratu*; pembuatan akun media sosial dan *marketplace*; pembuatan tulisan *braille* pada brosur dan *hang tag*; *benchmarking* dan proyeksi profit konsep digital produk *Padiratu*. Melalui kegiatan ini diharapkan dapat membuka peluang usaha dalam industry fashion yang bersifat inklusif, sekaligus meningkatkan kepedulian dan kesejahteraan sosial para penyandang disabilitas, khususnya para penyandang tunanetra.

## SUMMARY

*A clothing or a fashion is often symbolized as something exclusive, identified with a perfect and attractive physical appearance. Generally, clothes or clothing was created for normal people who do not have physical limitations. The clothes are circulating in the market have not been able to meet people with special needs such as people with disabilities that prevent them from dressing. Therefore, it is necessary to have adaptive clothing as a way of realizing discourse fashion practitioners who love and support diversity, especially people with disabilities. The Padiratu team took the initiative to produce and develop a adaptive clothing business as a unique commodity that is profit oriented and have a high social awareness and educative. The idea is pakaian Tradisional Ramah Tunanetra (Padiratu). The Padiratu aims to provide a sense of confidence and increase the potential of blind people without being hindered with their physical limitations, make it easier for blind people to dress independently, and supports the existence of adaptive clothing businesses for blind people.*

*The purpose of making Padiratu products are: first, to inclusivity of fashion industry develop; second, to preserve and to the competitiveness intensify of batik traditional from Banyumas, especially Bawor Kembar's motive; third, to increase self-confidence and giving support to people with dissabilities on wearing clothes by them-selves; fourth, the slogan "We Care, We Design" is able to motivate the public to increase social awareness of people with disabilities, especially for blind people.*

*Padiratu product manufacturing activities are carried out online or online based activities. The methods used in the manufacture of Padiratu products include as follows: pre-production stages; production stage; and the post-production stage. The results that have been achieved are: video animation of Padiratu program implementation; progress report; final report; Padiratu's logo; Padiratu design and product specifications; created social media accounts and marketplaces; making braille written on brochures and hang tags; benchmarking and profit projections the digital concept of Padiratu products. With this creativity, we are hopefully that it would be open up for bussiness opportunity of fashion industry which is inclusivity, and to increase social awareness of people with disabilities, especially for blind people.*