# INTISARI

Perkembangan teknologi 3D mendorong transformasi digital dalam industri *fashion,* khususnya pada proses perancangan pakaian. Teknologi ini memungkinkan visualisasi desain dari berbagai sudut pandang dan dapat dimanfaatkan dalam proses perancangan pakaian. UKM Intermedia Universitas Amikom Purwokerto secara rutin memproduksi pakaian formal harian sebagai identitas organisasi, namun proses perancangan yang diterapkan masih berpotensi menimbulkan ketidaksesuaian antara desain dan produk akhir.

Penelitian ini bertujuan mengimplementasikan teknik *digital pattern making* dan *mockup* 3D menggunakan *software CLO3D* dalam perancangan pakaian formal harian. Metode penelitian yang digunakan adalah *Research and Development (RdanD)* dengan model pengembangan 4D yang meliputi tahap *define*, *design*, *develop,* dan *disseminate*. Pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan kuesioner. Hasil pengujian *beta* menunjukkan bahwa *mockup* 3D memperoleh rata-rata nilai *index* sebesar 89,38% dan produksi pola sebesar 82,69% %, yang keduanya termasuk dalam kategori *Sangat Setuju*. Hasil ini menunjukkan bahwa penerapan teknologi *digital pattern making* dan *mockup* 3D dapat diterima dengan baik serta mendukung proses visualisasi dan produksi pakaian formal harian UKM Intermedia. Sebagai pengembangan ke depan, penelitian selanjutnya disarankan untuk memanfaatkan fitur simulasi animasi pada *CLO3D* guna menampilkan pergerakan pakaian dan karakter kain secara lebih dinamis sebagai bahan evaluasi tambahan dalam proses perancangan.

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Kata kunci: *digital pattern making, mockup 3D, CLO3D,*

## *ABSTRACT*

*The development of 3D technology has driven digital transformation in the fashion industry, particularly in the garment design process. This technology enables design visualization from various perspectives and can be utilized in clothing design workflows. UKM Intermedia of Universitas Amikom Purwokerto regularly produces daily formal wear as part of its organizational identity; however, the current design process still has the potential to result in discrepancies between the design and the final product.*

*This study aims to implement digital pattern making and 3D mockup techniques using CLO3D software in the design of daily formal wear. The research method employed is Research and Development (RdanD) using the 4D development model, which consists of the define, design, develop, and disseminate stages. Data were collected through observation, interviews, documentation, and questionnaires. The beta testing results indicate that the 3D mockup obtained an average index value of 89.38%, while the pattern production achieved 82.69%, both of which fall into the Strongly Agree category. These results indicate that the implementation of digital pattern making and 3D mockups is well accepted and supports the visualization and production processes of UKM Intermedia daily formal wear. As a future development, further research is recommended to utilize the animation simulation features in CLO3D to present garment movement and fabric characteristics more dynamically as additional evaluation material in the design process.*



*Keywords: digital pattern making, 3D mockup, CLO3D.*