

## ABSTRAK

Industri fashion di Kota Semarang mengalami perkembangan pesat sejak ditetapkannya Semarang sebagai kota kreatif pada tahun 2016. Hal ini ditandai dengan munculnya berbagai butik dan desainer lokal yang semakin mengembangkan kreativitas mereka dalam dunia mode. Namun, meskipun ada banyak desainer berbakat, Kota Semarang masih menghadapi kekurangan fasilitas yang mendukung pengembangan industri fashion, seperti kurangnya pusat rancang busana, ruang peragaan busana (fashion show), serta ruang fleksibel untuk kegiatan workshop dan acara kreatif. Kondisi ini membatasi potensi pertumbuhan industri fashion lokal yang semakin diminati masyarakat. Oleh karena itu, perancangan Griya Rancang Busana di Kota Semarang menjadi solusi untuk memenuhi kebutuhan tersebut. Griya Rancang Busana ini diharapkan dapat menyediakan ruang kreatif bagi desainer untuk berkarya, serta fasilitas untuk memproduksi dan mempromosikan karya mereka, termasuk ruang untuk peragaan busana dan kegiatan workshop. Dengan pendekatan tropical design yang disesuaikan dengan iklim tropis Kota Semarang, bangunan ini diharapkan tidak hanya menjadi pusat kreativitas dan inovasi, tetapi juga memperkuat identitas kreatif Semarang dan mendorong pertumbuhan ekonomi kreatif yang berkelanjutan.

Kata Kunci: Industri Fashion, Kota Semarang, Kreatif Edukatif, Tropical Design

## ABSTRACT

*The fashion industry in Semarang has experienced rapid growth since the city was designated as a creative city in 2016. This is marked by the emergence of various boutiques and local designers who continue to develop their creativity in the world of fashion. However, despite the presence of many talented designers, Semarang still faces a lack of facilities to support the development of the fashion industry, such as the absence of a fashion design center, fashion show spaces, and flexible areas for workshops and creative events. This condition limits the potential growth of the local fashion industry, which is increasingly in demand by the public. Therefore, the design of a Fashion Design Center in Semarang is proposed as a solution to meet these needs. The Fashion Design Center is expected to provide creative spaces for designers to work, as well as facilities for producing and promoting their creations, including spaces for fashion shows and workshops. With a tropical design approach tailored to Semarang's tropical climate, this building is expected not only to become a center of creativity and innovation but also to strengthen Semarang's creative identity and foster sustainable growth in the creative economy.*

*Keywords: Fashion Industry, Semarang, Creative-Educational, Tropical Design.*