

**PRODUCT DEVELOPMENT PROJECT OF NATURAL DYE-BASED  
BATIK FASHION**

**THESIS**

This Thesis Submitted as a Partial of the Requirement for a Bachelor's Degree in  
Management Department – Faculty of Economic and Business




Submitted by:

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**Product Development Project of Natural Dye-Based Batik Fashion**

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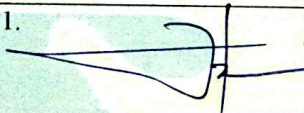
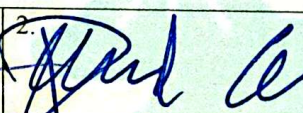
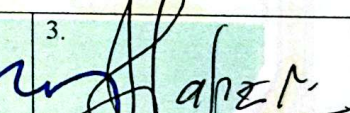
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**ABSTRACT**

This thesis project focuses on the development of natural dye-based batik fashion products, utilizing *gambir* wastewater as an eco-friendly dye, to overcome sustainability challenges in Indonesia's batik industry. The Project adopts an adapted stage-gate New Product Development (NPD) model, created ready-to-wear prototypes tested and validate semi-structured interviews with seven potential customers. Results showed positive reception of the eco-friendly products' comfort and modern-traditional fusion, though concerns emerged regarding color variety and durability. SWOT analysis and BMC were employed to revealed market potential in sustainability-focused niches despite production challenges. The project demonstrates how natural dye batik can merge cultural preservation with contemporary fashion while promoting environmental responsibility.


**Keywords:** Natural dye, Batik, Sustainable fashion, Product development, Eco-friendly.

This thesis is already examined and passed on July 23<sup>rd</sup>, 2025. This abstract is already approved by supervisor and examiners.

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