

## UJI KESUKAAN PADA PRODUK ECOPRINT DARI HASIL HUTAN NONKAYU PADA BENTUK HIDUP POHON DAN TUMBUHAN BAWAH KHDTK WANAGAMA

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### INTISARI

Industri tekstil salah satu pendukung berkembangnya dunia fashion yang biasa dikenal *fast fashion*, apabila tidak dikendalikan dapat memberi dampak negatif seperti pencemaran lingkungan akibat zat pewarna sintetis pada tekstil yang mengandung zat kimia dan bersifat karsinogen sehingga perlunya zat pewarna alternatif yang lebih ramah lingkungan, salah satunya penggunaan zat warna alami seperti pembuatan tekstil dengan teknik ecoprint. Pembuatan produk berbasis ecoprint menjadi inovasi baru yang bernilai jual tinggi, unik serta ramah lingkungan. Sebelum produk dipasarkan perlu dilakukan uji arah warna, ketahanan luntur warna dan uji kesukaan mengetahui arah warna dan motif yang dihasilkan, tingkat kesukaan produk serta bertujuan agar lebih layak dipasarkan. Produk yang diuji dalam penelitian ini adalah *slingbag*, *bucket hat* dan taplak meja. Penelitian dilakukan dengan mengambil sampel di KHDTK Wanagama 1, Playen, Gunung kidul. Kemudian sampel diolah di Laboratorium HHNK Fakultas Kehutanan, Universitas Gadjah Mada, dan pembuatan produk dilakukan di rumah. Teknik yang dilakukan dalam pengambilan sampel di lapangan adalah teknik *nested sampling*, metode ekstraksi zat warna daun menggunakan teknik ecoprint dan uji kesukaan produk dilakukan dengan pengisian kuisioner oleh 20 panelis. Data diolah menggunakan statistika sederhana dan analisis deskriptif. Hasil menunjukkan dari aspek warna produk *slingbag* memiliki tingkat kesukaan baik, *bucket hat* baik, dan taplak meja baik. Pada aspek motif produk *slingbag* memiliki tingkat kesukaan baik, *bucket hat* baik, dan taplak meja baik. Pada aspek ketepatan produk *slingbag* memiliki tingkat kesukaan baik, *bucket hat* sangat baik, dan taplak meja baik. Jenis produk turunan yang paling banyak diminati adalah produk taplak meja karena dianggap memiliki warna dan motif yang bagus serta tepat digunakan sebagai produk berbasis ecoprint dan direkomendasikan diproduksi untuk dipasarkan.

Kata kunci : Tekstil, Ecoprint, Produk, Uji Kesukaan

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## **PREFERENCE TEST ON ECOPRINT PRODUCT BASED NON TIMBER FOREST PRODUCT ON TREES AND UNDERGROWTH KHDTK WANAGAMA**

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### **ABSTRACT**

Textile industry is one of the supporters of the development of the fashion world or called fast fashion appears, and if not controlled it can have negative impacts such as environmental pollution, due to synthetic dyes in textiles that contain chemicals and are carcinogenic, therefore is needed alternative dyes that environmentally friendly, such as natural dyes with ecoprint technique. The manufacture of eco print-based product is currently an innovation that has high selling value, unique and is environmentally friendly. Before being marketed, it is necessary to test color direction, pattern, and test on ecoprint based derivative products to determine the direction of the colours and pattern produced and the level of product preference to make them more marketable and acceptable by market. The products tested in this research are slingbag, bucket hat, and tablecloth. In this research, leaves samples were obtained from KHDTK Wanagama 1, Playen, Gunung Kidul. Then the sample is processed in HHNK Laboratory, Faculty of Forestry, UGM and the product was made at home. The sampling technique in the field uses nested sampling technique, The leaf dye extraction method uses the ecoprint technique and the preference test is carried out by filling out a questionnaire of 20 panelists. Data was processed using simple statistics and descriptive analysis. The results show that from the colour aspect, the slingbag product has a good level, bucket hat has a good level, and tablecloth has good level. In the aspects of motif, the slingbag product has a good level, the bucket has a good level and the tablecloth has a good level. In terms of accuracy, the slingbag product has a good level, the bucket hat is very good level and the tablecloth is good level. The most adored product is the bucket hat, because it is considered to have good colors and pattern, and suitable to be used as an ecoprint-based product because it can be used by both males and females and recommended for produced for the market.

**Keywords** : Textile, Ecoprint, Product, Preference Test

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