ABSTRAK

Fashion muslimah merupakan salah satu *trend fashion* populer di Indonesia karena mayoritas penduduk muslim. Salalu satu yang termasuk dalam *fashion* muslimah adalah baju atasan. *Trend fashion* muslimah selalu berubah - ubah seiring berjalannya waktu yang disebabkan oleh keinginan konsumen. Perilaku konsumen cepat bosan dengan *fashion* yang sedang populer dan mencari *fashion* terbaru lainnya, berdampak pada umur *fashion* menjadi relatif pendek. Hal ini menjadi tantangan dalam industri *fashion* untuk lebih fleksibel dan responsif kearah perubahan *trend fashion* terutama *fashion* muslimah. Salah satunya dengan melakukan prediksi desain *fashion* muslimah. Untuk mengetahui informasi desain *fashion*, diperlukan informasi yang spesifik dari konsumen. *Text Mining* digunakan untuk menggali data informasi berupa kata – kata, lalu mengidentifikasi kata – kata yang merujuk pada desain baju atasan *fashion* muslimah dan mengklasifikasikan kata – kata yang bermakna sama menjadi fitur yang sesuai dengan desain baju atasan *fashion* muslimah. Prediksi dilakukan dengan tiga model peramalan yaitu *moving average, centered moving average*, dan *exponential smoothing*, nilai error terkecil terpilih menjadi model peramalan yang terbaik. Terdapat enam parameter desain *fashion* muslimah yang menjadi dasar prediksi yaitu warna, *shape of sleeves, style* baju, *shape of blouse, shape of tunic*, dan *additional describing attribute.* Model prediksi terbaik yaitu *centered moving average* (CMA). Akurasi validasi model prediksi secara keseluruhan sebesar 83,3% menunjukkan model prediksi cukup baik. Hasil prediksi untuk desain *trend fashion* muslimah selanjutnya adalah *fashion* muslimah dengan *style blouse*; *shape of blouse*: *peplum blouse, simple blouse*, dan *asimetris blouse;* warna: ungu, hijau, oranye, biru muda, *teracotta*, dan kuning. *shape of slevee*: *bishop, marie, batwing, peasant*; *additional describing attribute*: polos dan motif penuh.

Kata Kunci: *Fashion*, Muslimah, *Centered Moving Average*, *Text Mining,* Prediksi

ABSTRACT

Muslim fashion is one of the popular fashion trends in Indonesia because of the Muslim population. What is included in Muslim fashion is a top shirt. Muslim fashion trends always change over time due to consumer desires. The behavior of consumers who are quickly bored with currently popular fashion and looking for other latest fashions, has an impact on the relatively short age of fashion. This is a challenge in the fashion industry to be more flexible and responsive to changing fashion trends, especially Muslim fashion. In response to the relatively short age of fashion, one of them is by predicting Muslim fashion designs. To see fashion design information, it requires specific information from consumers. Text Mining is used to search for data information in the form of words, then identify words that refer to the design of Muslim women's fashion tops and classify words that are close to the same meaning into features that are in accordance with the design of Muslim fashion tops. Prediction is done by using three forecasting models, namely moving average, centered moving average, and exponential smoothing, the error value is transformed into the best forecasting model. There are six Muslim fashion design parameters that form the basis of the prediction, namely color, sleeve shape, shirt model, shirt shape, tunic shape, and additional describing attributes. The best prediction model is the centered moving average (CMA). The total accuracy of the prediction model validation is 83.3%, indicating that the model prediction is quite good. The prediction results for the next Muslim fashion trend design are Muslim fashion with a blouse style; blouse forms: peplum blouse, simple blouse, and asymmetrical blouse; colors: purple, green, orange, light blue, teracotta, and yellow; slevee forms: bishop, marie, batwing, peasant; Additional description attributes: plain and full motif.

Key Words: Fashion, Muslimah, Prediction, Centered Moving Average, Text mining