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Women's Career Jacket Design: Stylish and Practical Look for Motorcyclists in Bandung

Muchlis [1]✉, Dea Athiyyah Khalishah [2], Edwin Buyung Syarif [3]
[1,2,3] Department of Visual Communication Design, Faculty of Creative Industries, Telkom University, Bandung, 40257, Indonesia
✉correspond_author_email: muchlis@telkomuniversity.ac.id

Abstract

This research aims to design a career women's jacket that supports motorbike riding activities in Bandung. Using the User-Centered Design (UCD) method, this research combines observation, in-depth interviews, and questionnaires to identify user needs. Observations show problems with the comfort, protection and appearance of the jackets currently used. Interviews with career women revealed a preference for weather-resistant and comfortable materials, sleek and fashionable designs, and additional features such as practical pockets and air space. The final design incorporates weather-resistant materials, stylish cuts, and additional features for comfort and safety. This jacket is expected to support the mobility and lifestyle of career women in Bandung, combining professionalism, comfort and protection.

Keywords: career women's jacket, user-centered design, comfort, protection, stylish.

1. Introduction

Bandung, a city known as the Paris of Java, is one of the metropolitan cities in Indonesia that has high mobility among its citizens. As a fashion and lifestyle center, Bandung also presents various challenges for career women who must balance professional demands and daily mobility [1]. One of the popular types of transportation in this city is the motorbike, which offers flexibility and efficiency in dealing with traffic jams [2]. However, the use of motorbikes also requires special attention to safety and comfort aspects, especially for career women who must still appear stylish in their daily activities [3].

Jackets are an important element of clothing, especially for motorcyclists. The function of a jacket is not only limited to protection from weather, pollution, and injury, but also as a support for appearance that reflects professionalism and lifestyle [4]. Therefore, the design of a career women's jacket that combines a stylish appearance and practicality is an urgent need.

Good design should take into account various aspects, such as the materials used and additional features that can increase the comfort and safety of the user [5], [6], [7]. This study aims to design a career women's jacket that suits the needs of motorcyclists in Bandung. In an effort to achieve this goal, this study will examine various design elements including: 1) Material Selection: Determining materials that are not only resistant to weather and pollution but also comfortable and support mobility, 2) Cut and Design: Developing a fashionable cut, which can increase the comfort and confidence of the wearer. 3)

Additional Features: Incorporating elements such as additional protection on certain body parts, air vents, and functional pockets [8].

This research approach is multidisciplinary, combining design and fashion sciences. Through surveys and interviews with career women motorcyclists in Bandung, this study will identify user needs and preferences. In addition, prototype jacket trials will be conducted to evaluate aspects of comfort, practicality, and appearance. The results of this study are expected to provide a real contribution to the world of fashion, especially in supporting the mobility and lifestyle of career women in big cities [9].

2. Planning Consept

2.1 Jacket

A jacket is a half-body garment designed specifically for the upper body. The characteristic of a jacket is that it is equipped with sleeves and can be fastened at the front or sides. Jackets are usually lighter, tighter, and less thick than coats, making them suitable outerwear for a variety of weather conditions. The main function of a jacket is to provide an additional layer of protection for the body from cold, wind, or rain, while still maintaining mobility and comfort [10].

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2.2 Material

Product materials include the various materials used by designers to create products. Material selection is a crucial aspect in design, as the material chosen will affect the quality, function, and aesthetics of the final product [11]. In the context of jacket design, materials must be chosen carefully to meet various needs, such as weather resistance, comfort, and practicality for everyday use.

2.3 Color

Color is one of the most important elements in product design because it can influence the user's perception and emotions. Color has the ability to attract attention, create a certain mood, or communicate important information. In jacket design, choosing the right color not only impacts visual appeal but also function, such as visibility in low light conditions for driving safety [12].

2.4 Practicality in Product Design

"Design for the Real World" also emphasizes the importance of practicality in product design, especially in the context of sustainable and responsible design. Papanek argues that practical design should take into account user comfort, ease of repair, and the environmental impact of the product [13]. "Don't Make Me Think" discusses the principle of practicality in interface design, which can also be applied to the design of physical products. It argues that practical design should reduce user confusion and minimize the effort required to understand and use the product [14].

These views show that practicality is a key element in successful product design, as it ensures that the product is not only visually appealing but also meet user needs in a simple and efficient way

3. Research Methodology

This study uses a qualitative approach with the User-Centered Design (UCD) design method to identify and understand user needs in jacket design. According to [15]. User Centered Design (UCD) is a user design method as the core of the design. This method prioritizes the user's perspective in every stage of design to ensure that the final product meets their expectations and needs. The research procedure begins with direct observation of motorcycle use by career women in Bandung. This observation aims to detect problems and challenges faced in real contexts. According to [16], "Observational methods provide valuable insights into how users interact with products in their natural environment, which is crucial for identifying usability issues and design improvements." This observation provides in-depth data on user interactions with products in their daily conditions. Furthermore, in-depth interviews are conducted with users to gain in-depth insights into their preferences and needs. states that, "In-depth interviews are a powerful method for uncovering rich, detailed data about users' experiences and perspectives, which can

inform more nuanced and effective design solutions" [17]. This interview helps in understanding user needs and expectations in more detail. Finally, a questionnaire was distributed to collect data on preferences and satisfaction with the jacket design. This questionnaire allows for measuring the effectiveness of the design and making necessary improvements. explains that, “Surveys and questionnaires are essential tools for gathering quantitative data on user preferences and satisfaction, which are critical for assessing the effectiveness of design and making data-driven improvements.” This questionnaire provides the information needed to assess the extent to which the design meets user needs [18]. This combination of methods aims to produce a jacket design that meets user expectations and needs, by utilizing a comprehensive approach to effectively understand and meet user expectations.

4. Result and Discussion

This section presents the results of observations, in-depth interviews, and questionnaires that have been conducted during the study. The data collected provides in-depth insight into the needs and preferences of career women motorcyclists in Bandung in choosing a jacket that is not only practical but also stylish. The results of this study also form the basis for designing a jacket that meets the criteria of comfort, protection, and aesthetics.

4.1 Observation of Motorcycle Use by Career Women in Bandung

Figure 1. Observation Location

The observations conducted were aimed at finding out the various problems and challenges faced by career women when using motorcycles, such as the need for comfort, protection, and a stylish appearance. Data on user interaction with jackets in everyday conditions provides deep insight for better design. Observations in this study were conducted at Galeri Kriya and PT Garmen Jaya where the results of the observations were obtained, namely; the majority of career women use automatic motorbikes and the majority of drivers wear jackets when they travel to work. See Figure 1.

4.2 In-depth Interviews

The interviews revealed specific user preferences and needs, such as comfortable and easy-care materials, fashionable designs, and additional features such as practical pockets. User expectations of the ideal jacket were also revealed, providing a basis for proper design. Some key findings from interviews with career women motorcyclists in Bandung include:

1) Material: Users want materials that are weather-resistant but still comfortable. Materials that are easy to wash and dry quickly are also top preferences.

2) Design: Modern and fashionable designs are highly valued. Users like jackets with a slim cut and fit. Neutral and elegant colors are top choices.

3) Additional Features: Features such as zippered pockets, and soft inner linings are highly valued by users. Reflective features for safety are also considered important.

The following are the results of in-depth interviews with three career women, as follows:

Table 1. Interview

Identity	Requirement
Hani, 26 years old	The informant wants a jacket with easily accessible but safe pockets to store important items, and made of a material that is not hot and waterproof. The desired design is plain with a dark color, and equipped with a hat to protect the head when it rains and prevent the hijab from smelling and getting wet when wearing a helmet.
Noviyanti, 24 years old	The informant wants a jacket that can protect from wind and rain, and is equipped with a safe pocket to store important items. The jacket must also be light and not make you hot when riding. In terms of design, the informant prefers a plain dark-colored jacket so that it is easy to combine with other clothes.
22 years old	The informant wants a jacket that is waterproof and windproof and made of a material that is not hot. The jacket must have many large pockets to make it easier to store important items and be equipped with a hat to protect hair from rain and prevent it from getting limp. In addition, the informant prefers a plain jacket with a combination of dark and bright colors.

4.3 Questionnaire Results

From the questionnaire results, the author concluded that the required jacket must be made of a material that can withstand wind, water, and stay cool. Have a safe and practical pocket. This jacket also needs to be equipped with a hat to protect hair from moisture and provide head protection during sudden rain. The design must be simple with a choice of dark and light colors that comply with the provisions of the Indonesian Transportation Agency.

The data obtained from the questionnaire include the types, colors, and features of the jacket desired by users as follows:

1) As many as 39.1% of respondents stated their preference for parachute jackets when riding a motorbike.

2) As many as 54.3% of respondents prefer dark colors, while 30.4% of respondents choose light colors.

3) As many as 89.1% of respondents prefer a plain look on the jacket.

4.4 Designing a Career Women's Jacket

In designing a career women's jacket, there are several aspects that must be considered to ensure that the jacket is not only stylish, but also practical and comfortable to wear. This design process involves choosing the right materials, appropriate cuts and designs, as well as adding special features that can increase the comfort and safety of the wearer. The following is the design process:

Table 2. Planning Process

Stages	**Purpose**	**Equipment**
Data collection	Looking for design references and collecting the data obtained	Laptops Mobile phone
Creating a mind map	Entering the ideas obtained from the data that has been obtained	Laptops Sketchbook Pencil Mobile Phone
Creating alternative sketches.	Make several sketches that follow previously designed concepts, in the form of colors, shapes, materials, and other elements.	Laptop Sketchbook Pencil Mobile Phone
Selecting the Final sketch	Selecting the final result from various alternative sketches to become the final sketch that will be used as the final image in the design.	Laptop
Creation of working drawings	The aim is to find out dimensions, details and types of materials that will be used in the design.	Laptop Sketchbook Pencil

3D design creation	Aims to get a visual representation of the jacket design in 3D.	Laptop
Making a pattern	To make it easier to create prototypes.	Pencil Measuring instrument Scissors Material
Prototype creation	Making a jacket design with a scale of 1:1 with the original product.	Predetermined design.

1. Material Selection

The selected material must be weather and pollution resistant, windproof, sunproof, waterproof but still has good air circulation, so that it can maintain user comfort in various weather conditions, has a hat, a simple design and is comfortable to wear. The product to be designed is a parachute jacket that is specifically designed for use when riding a motorbike, complete with a safe pocket, and a locking system on the jacket using a zipper for user safety and comfort. The selection of this material must consider the climate of Bandung which can change, as well as the high level of pollution in urban areas.

2. Cuts and Designs

The jacket design must be fashionable and increase the comfort and confidence of the wearer. This design emphasizes a feminine and simple impression, according to the tastes of women, especially career women who want practicality. In addition, this design is also adjusted to the needs of the items carried by career women, so that it has a different shape from other jackets. This design must consider the comfort of wearing while driving, without inhibiting movement. In addition, the jacket design must also pay attention to aesthetics and the latest fashion trends, so that this jacket is in accordance with the needs of career women who want a balance between practicality and appearance.

3. Additional Features

Additional features on the jacket that users want include various protective elements that can provide comfort and protection from cold weather conditions. In Bandung, which is known for its cold weather to keep the body warm, users need a jacket that is not only stylish but also practical. These features include protection from sun exposure, wind, and rain, so that users remain comfortable in various situations. Practical or easy-to-use pockets should be included in the design. These easy-to-use pockets will provide practical and safe storage space for important items, with large pocket features and a zipper closure system. Thus, the designed jacket will be able to meet the practical and stylish needs of users in Bandung.

Ideation Stage

1. Alternative Sketch

Here are alternative sketches that have been prepared by the author, depicting various designs and options that were considered in the jacket design process. These sketches present ideas and concepts that are designed to meet the needs and preferences of the user, and provide a visual representation of the various possible jacket designs that will be implemented. See the picture

Figure 2 Alternative Sketch

2. Final Sketch

This final sketch was chosen based on the results of questionnaires and interviews with career women who expressed their preferences. See Figure 3 presented below.

Figure 3 Final Sketch

3. Detail Sketch

Here is a detailed sketch that provides a detailed visual representation of the final design, showing the product's specific elements and features. See this figure 4.

Figure 4 Detailed Sketch

4. Prototype Image

Figure 5 Prototype

Prototype Testing

Prototype testing is a crucial stage in this research to ensure that the jacket design that has been designed truly meets the needs and expectations of users. This process involves direct evaluation by users of the jacket prototype in various conditions and situations that they experience every day. The trial was conducted by involving a number of career women who actively use motorbikes in their daily activities in Bandung.

Based on the validation results shown in the table, the questionnaire was filled out by six respondents with an age range of 18 to 27 years. The respondents were Putri (23 years), Yuli (27 years), Irmi (20 years), Siti (18 years), Annisa (25 years), and Gita (22 years). The general conclusion is that the jackets made received positive responses from users in various aspects such as suitability to needs, comfort, safety, ability to withstand wind and water, and appearance and color. However, there were variations in the assessment for several aspects such as the cool sensation and effectiveness of protecting against dust.

6. Conclusion

This research produces a jacket design that suits the needs of career women motorcyclists in Bandung. The jacket designed is not only stylish but also functional, meeting the needs of comfort, safety, and aesthetics. This jacket is designed with lightweight materials and an adjustment system that ensures comfort and protection while riding. In addition, the stylish and modern design allows this jacket to still meet the fashion standards of career women. Thus, this jacket not only offers a functional and safe solution but also meets aesthetic demands, making an important contribution to the design of protective products that are relevant and effective for this market segment.

Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	W
Muchlis	✓	✓	✓	✓	✓	✓		✓	✓
Dea Athiyyah Khalishah		✓				✓		✓	✓
Edwin Buyung Syarif	✓		✓	✓			✓		

Conflict of Interest Statement

Authors state no conflict of interest.

Informed Consent

We have obtained informed consent from all individuals included in this study.

Data Availability

The data that support the findings of this study are available from the corresponding author, [M], upon reasonable request.

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