

A Manufacturing of Alternative Fashion Products and Accessories using Leftover Material at PT Seikou Seat Cover

Grace Carrolline Sahertian, Lois Denissa*, Wenny Anggraini, Andi Aulia Hamzah,
Kezia Clarissa Langi, Fransiska, Felicia Aurelia, Steffi Christina, Sharren Darlenne,
Richelle Aurielle
Faculty of Humanities and Creative Industries, Maranatha Christian University, Bandung, 40164,
Indonesia

*Correspondence should be addressed to Lois Denissa; lois.denissa@art.maranatha.edu

(Received August 1, 2024; Revised December 21, 2024; Accepted January 8, 2025)

Abstract

Sustainability is a practice that considers interconnectivity between humans and ecosystems in order to coexist fairly and develop in harmony for generations to come. PT Seikou Seat Cover is an automotive, seat cover, and garment company engaged in cutting and sewing for the domestic and foreign markets. This company collaborates with the Fashion Design Study Program to realize the global issue of Sustainable Development. Leftovers of synthetic leather and various fabrics of seat cover products can be reprocessed into upcycling products such as pouches, handbags, and accessories that are trendy and can be sold. The method used is Design Exploration which is realized into alternative samples done by students and lecturers, then produced and marketed by the industry to the Generation Z community. This service has mutualistic goals and benefits, the industry can fulfill the Sustainable Development Program, by utilizing the remaining materials of its production. The Study Program can implement the learning of Fashion Studio, Sewing Patterns Studio, and Footwear Design Class to the world of work. The results of samples produced by the company are evidence of the increasing number of courses, lecturers, and student products that are utilized by the company. The results of design exploration produced by the industry serve as evidence of the increasing number of works by lecturers and students being adopted by the industry. The company can turn leftover seat covers into a sustainable business opportunity while preserving a healthy environment.

Keywords: design exploration, Generation Z, material leftover, sustainability, upcycling

How to Cite:

Sahertian, G. C., Denissa, L., Anggraini, W., Hamzah, A. A., Langi, K. C., Fransiska, F., Aurelia, F., Christina, S., Darlenne S., & Aurielle, R. (2025). A Manufacturing of Alternative Fashion Products and Accessories using Leftover Material at PT Seikou Seat Cover. *Journal of Innovation and Community Engagement*, 6(1), 27-48.
<https://doi.org/10.28932/ice.v6i1.9626>

© 2025 The Authors. This work is licensed under a Creative Commons Attribution-Non-commercial 4.0 International License.



Introduction

PT Seikou Seat Cover is a partner of the service program carried out by the Maranatha Christian University Fashion Design Study Program. This company is engaged in sewing services for the automotive industry, such as seat covers, apparel, and apparel equipment. The company was established in 2005 and is located at Kopo Katapang Street, KM.11.2 No. 90, Cilampeni, Soreang District, Bandung Regency, West Java 40971. PT Seikou Seat Cover's main products are seat covers for massage chairs that are exported to Japan. The company also produces apparel and apparel supplies for the domestic market and exports to Japan and USA.



Fig. 1. Logo of PT Seikou Seat Cover (source: <https://seikou-sc.com/id/about-us>)

Figure 1 shows the logo of PT Seikou Seat Cover, which works in the cut and sew field for the automotive industry needs, seat covers, automotive interiors, as well as garments such as work clothes, accessories, and other clothing equipment for the domestic and export markets, especially to Japan and America.



Fig. 2. PT Seikou Seat Cover (source: <https://seikou-sc.com/id/about-us>)

Figure 2 shows the main entrance to the building of PT Seikou Seat Cover, where the available yard is usually filled with company executives' cars and closed-box delivery trucks. Other than the executive office, meeting room, and some room facilities, there is a factory space measuring 7,562 m² at the back.

The existence of PT Seikou Seat Cover in Indonesia is due to the role of Mr. Seiji Hironaka and Mr. Kazuyuki Hiraki. Mr. Seiji Hironaka, since a young age has been working in the garment field. In 2005, he, along with Mr. Kazuyuki Hiraki, founded PT Seikou Seat Cover. Mr. Kazuyuki Hiraki has had a career as a banker, working for more than 25 years at The Bank of Tokyo. During that time, he gained experience, especially with non-Japanese groups and business owners in the Asia-Pacific region, including the United States. The main product of this company is seat covers for massage chairs that are exported to Japan. Both founders made Seikou a reliable company in manufacturing and financially healthy.

Seikou, as a Japanese Foreign Direct Investment (FDI) company, holds an 85% export market share, emphasizing quality and flexibility as the foundation of its production system. This foundation provides the freedom to develop high-quality products for clients in collaboration with the Seikou team. Seikou can be interpreted as the quality of an expert, thus Seikou has performance principles:

1. Become a trusted business partner
2. Export quality at competitive prices
3. Good business ethics and quality
4. On-time delivery

The vision of PT Seikou Seat Cover is to deliver high-quality products, comfort, and competitiveness through the touch of expert hands.

The mission of PT Seikou Seat Cover is to be a trusted business partner and a company that grows sustainably through the development of human resources, and contributing to a better quality of life for all stakeholders. The values that PT Seikou Seat Cover upholds are respect for individuals and working as a team, integrity and commitment, credibility and competence, creativity, and readiness to change and accept challenges. On the other hand, PT Seikou wants to grow as a sustainable company through human resource development and adaptation to technological advances according to global issues. In the production process, PT Seikou has a

problem with leftover material during the cutting process, which is the main thing to overcome. The remaining production will accumulate and become obsolete over time, seeking to become a useful product that can be sold is the motivation that drives the establishment of creative cooperation.

Partner Issues

PT Seikou as a partner of the Fashion Design Study Program at Maranatha Christian University had a major problem, namely the accumulation of leftover material waste from automotive seat covers production. How to process this leftover into fashion products and accessories that are marketable and have aesthetic value so that the amount of company waste can be reduced is the goal that needed to be achieved. Reducing waste or production leftovers and then utilizing it in useful products would increase the sustainability value of the company. The results of the research on the best market share to target is the people from Generation Z. The reason for choosing Generation Z is that this generation has a character that tends to want to continue to look fashionable, likes to wear fashion items that are in trend (Farhani et al, 2022).

This understanding encouraged PT Seikou to invite the Diploma-III Art and Design Study Program to collaborate in processing waste or production leftovers. The company wanted to utilize leftover materials to be explored into trendy and attractive fashion and accessory products, especially for the youth market. This opportunity was welcomed because the Study Program has several courses that are relevant to the practice of fashion upcycling. The courses include Cloth and Mode Studio, Sewing Patterns Studio, and Footwear Design Class. The problem of waste management owned by PT Seikou and the realization of the cooperation carried out can be a real case study for lectures taught in the Fashion Design Study Program. A very good cooperation is mutually beneficial to both parties and in the future can continue to be developed.

State of the Art and Road Map

The Sustainable Development Goals are a series of goals created by the United Nations (UN) as a guide for all member countries to achieve sustainable development. The SDGs were agreed upon by 190 countries and ratified through the UN General Assembly on September 25, 2015, in New York, United States (United Nations, 2015). This global development agenda is valid from 2015 to 2030. The goals of the SDGs cover various aspects of sustainability, including

economic, social, and environmental. The 17 SDG goals are interconnected and mutually influencing each other. To achieve the goals of the SDGs, collaboration and cooperation are needed. By paying attention to sustainability aspects in every decision and action, a better and more sustainable future for future generations can be built (Bappenas, 2023).

Community service that carries the theme of sustainable development can certainly produce inclusive and quality education because the opportunities that are done could promote lifelong learning for all participants involved. Learning to overcome problems that arise, learning to utilize leftover production, learning to explore and find what can be reprocessed, learning to create and innovate, and learning to function instead of throwing things away.

The number of industries that have problems with waste, especially textile waste, is an opportunity for the Diploma-III Art and Design Study Program to conduct a real case study. The implementation involves lecturers and students in courses that are related to and support the practice of sustainability. Quality education is also formed so that students can gain knowledge in finding applicable jobs and are aware of environmental sustainability.

There are 2 goals to be achieved in this Community Service:

1. Goal 12: Responsible Consumption and Production.

Managing consumption and production in a sustainable manner. One of the policy directions carried out by the government from 2025-2030 is the optimization of Reuse, Reduce, and Recycle. This strategy is in line with what needed to be achieved in the community service in order to process leftover materials from PT Seikou Seat Cover.

Figures 3 and Figure 4 explain the rate of waste production in Indonesia in 2030 according to the BAU (Business as Usual) scenario amounting to 74.6 million tons and the intervention scenario amounting to 52.27 million tons. The significant increase in waste production rates raises public awareness to strengthen various policy directions, such as efforts to reduce, manage, and utilize waste.

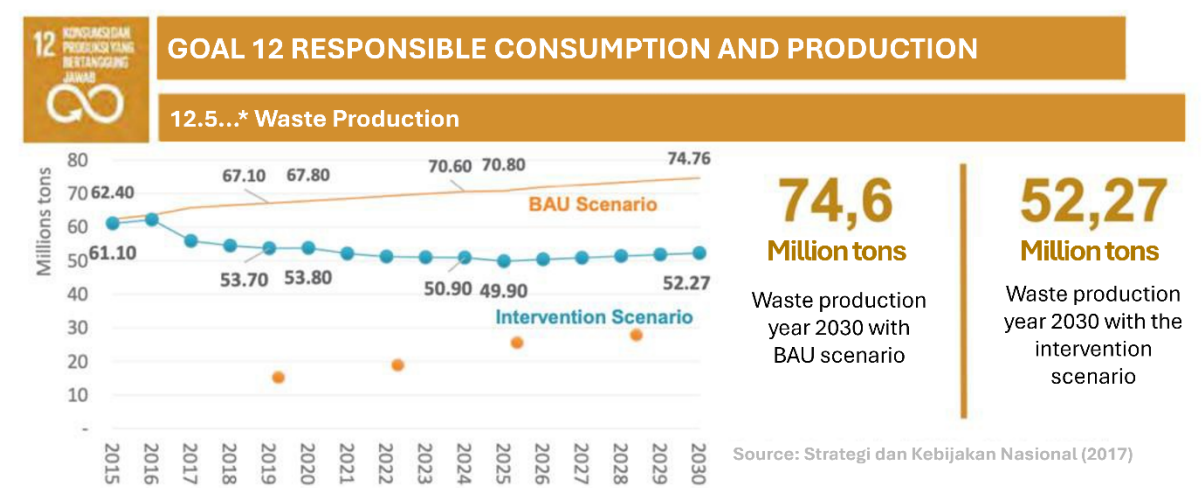


Fig. 3. Waste production data in Indonesia
(source: <https://www.slideshare.net/slideshow/roadmapbahasaindonesiafileuploadpdf/264673762#117>)

| | | | |
|-------------------------------|----------|--|--|
| Policy Direction 2020-2024 | Strategy | Efforts To Improve The Reduction And Handling Of Household Waste Including Plastic Waste | |
| | | <ul style="list-style-type: none">• Draft Norms, Standards, Procedures, and Criteria for household waste reduction.• Strengthening coordination between central and regional government.• Strengthening the commitment of the executive and legislative bodies at the central and regional levels inproviding budget for household waste reduction. reduction. | <ul style="list-style-type: none">• Creation of an information system.• Strengthening community involvement through communication, information and education.• Implementation and development of incentive and disincentive system in order to reduce reduction. |
| Policy Direction 2025-2030 | Strategy | Strengthening Efforts To Reduce, Handle, And Utilize Waste | |
| | | <ul style="list-style-type: none">• Optimization of Reuse, Reduce, Recycle.• Utilization of waste as an alternative resource (alternative energy, source of industrial materials, organic fertilizer, creative industry).• Implementation of Circular Economy.• Standardization of specific waste management services. | <ul style="list-style-type: none">• Strengthening mastery of clean technology to supporting waste production reduction.• Implementation of Extended Producer Responsibility.• Optimization of special waste management.• Strengthening and synergizing the regulatory framework and institutional framework for waste management.• Reduction of carbon emissions from waste. |

GOAL 12

Fig. 4. Strengthening efforts to reduce, handle, and utilize waste
(source: <https://www.slideshare.net/slideshow/roadmapbahasaindonesiafileuploadpdf/264673762#117>)

2. Goal 17: Partnership for Purpose

Enhancing global partnerships in achieving sustainable development goals. In this community service, collaboration with the industry i.e. PT Seikou Seat Cover, is a concrete step taken to provide real case studies to students of the D-III Fashion Study Program by implementing it with several courses, such as Fashion and Fashion Design III, Sewing Patterns, and Footwear Design subjects. It is expected that with this collaboration, creative solutions can be realized in waste treatment and can expand the target market of PT Seikou Seat Cover.

This service goal is in line with the 17 Sustainable Development Goals (SDGs) by the United Nations, namely Goals 12: Responsible Consumption & Production and Goals 17: Partnership for the Goals (United Nations) are goals that are the main concern of the Study Program (Institut Bisnis dan Teknologi Indonesia, 2023). Both goals have been applied to the performance of lecturers and students consistently by the Faculty of Humanities and Creative Industry in the fields of learning, research, and community service.



Fig. 5. Visit of Fashion Desain Study Program, Faculty of Humanities and Creative Industries to PT Seikou Seat Cover, pursuing sustainability practice cooperation

Figure 5 shows the photo documentation of the visit by the Fashion Design Program, Faculty of Humanities and Creative Industries to PT Seikou Seat Cover after discussing potential collaborations between the two parties.

Figure 6 shows the process of cutting seat cover material and the leftover material. There are parts of the material that remain and accumulate quite a lot in various small and medium sizes. This production waste can very likely be combined into various useful, stylish, and economically valuable fashion products.

Figure 7 shows that there are 17 topics in the United Nations Sustainable Development Goals, one of which related to the Community Service is topic number 12, which is about Responsible Consumption and Production. Utilizing production leftovers for fashion products is very ideal for reducing waste.



Fig. 6. Material cutting process at PT Seikou Seat Cover waste and production residue



Fig. 7. The 17 Sustainable Development Goals (SDGs) by United Nations

Community service activities that carry out upcycling practices by processing PT Seikou Seat Cover material waste into fashion and accessory products are very relevant to the road map of the Faculty of Humanities and Creative Industries at Maranatha Christian University. The contents of the Faculty of Humanities and Creative Industries Road map are quality education and entrepreneurial improvement in increasing competent, professional, and creative Human Resources so that they become entrepreneurs based on the creative economy.

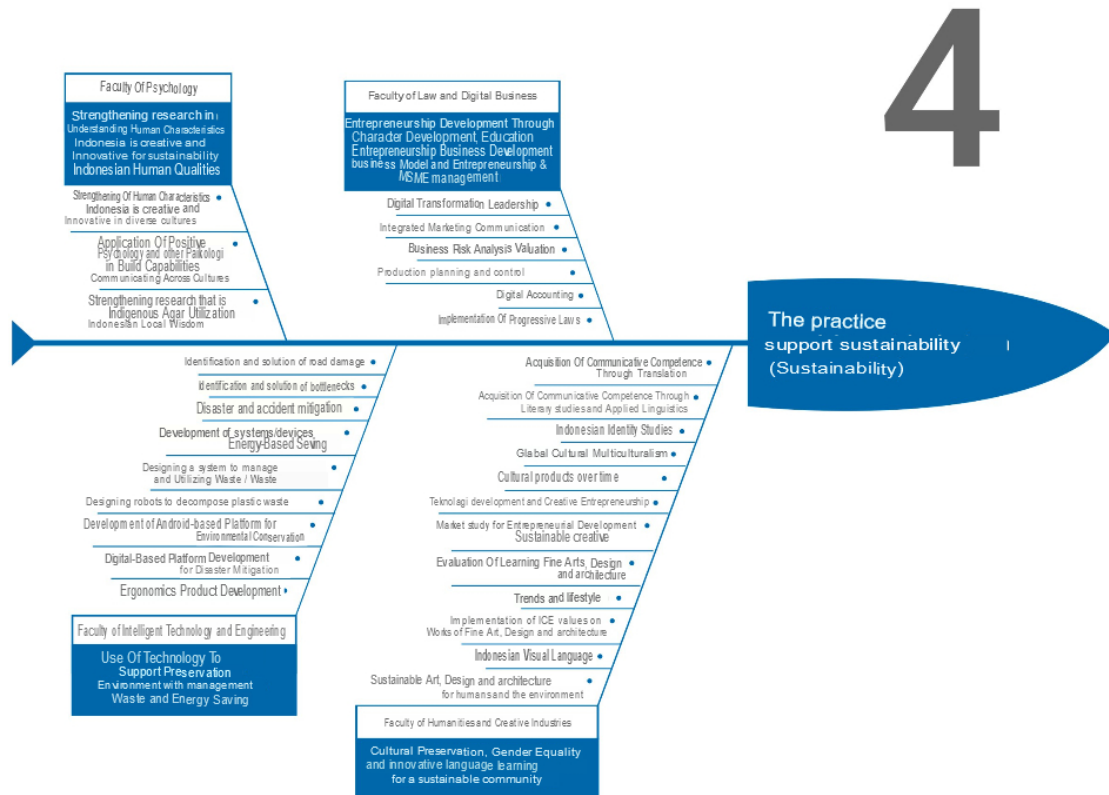


Fig. 8. Faculty of Humanities and Creative Industries' research roadmap (source: research roadmap document for Maranatha Christian University)

Figure 8 states the main topics of the research roadmap for the Faculty of Humanities and Creative Industries. One of the topics related to community service at PT Seikou is the Development of Sustainable Technology and Entrepreneurship Creations. The utilization of seat cover production waste from PT Seikou into economically valuable products is part of the research roadmap topic of the Faculty of Humanities and Creative Industries at Maranatha Christian University.

Methods

The implementation of the service had been carried out since November 2023, starting with a meeting between the head of community service team and PT Seikou Cover Seat. PT Seikou provided a proposal for the use of leftover materials that can be used for making fashion products and accessories. They also provided an explanation of the specifications of each material that has been specialized for the suitability of their respective functions. Based on the discussion, the following material proposals had been agreed upon by both parties, and all of

these materials in practice are leftover materials from PT Seikou's automotive seat cover, as shown in Figure 9 and Figure 10.

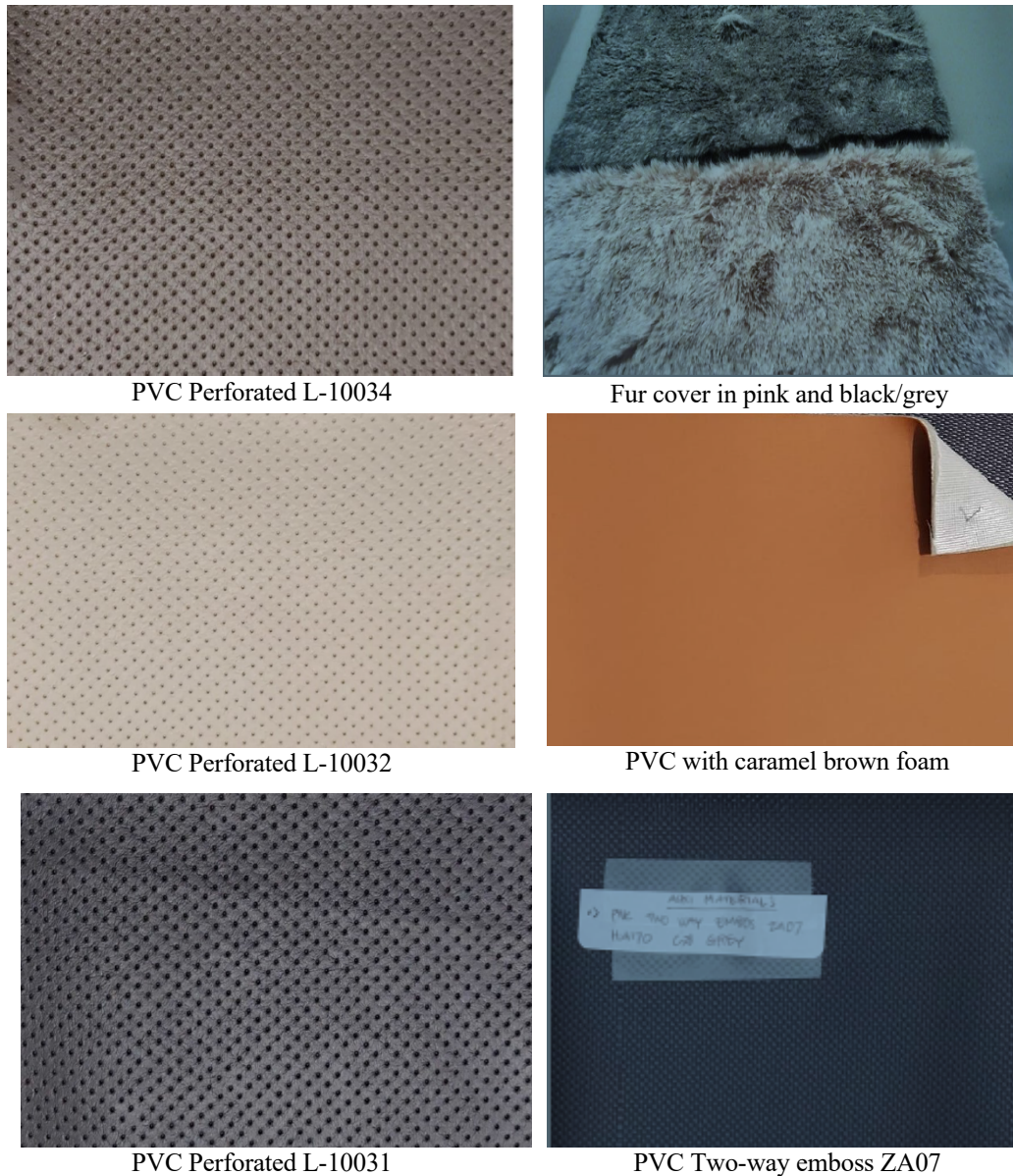


Fig. 9. Leftover materials from PT Seikou's automotive seat cover (1)

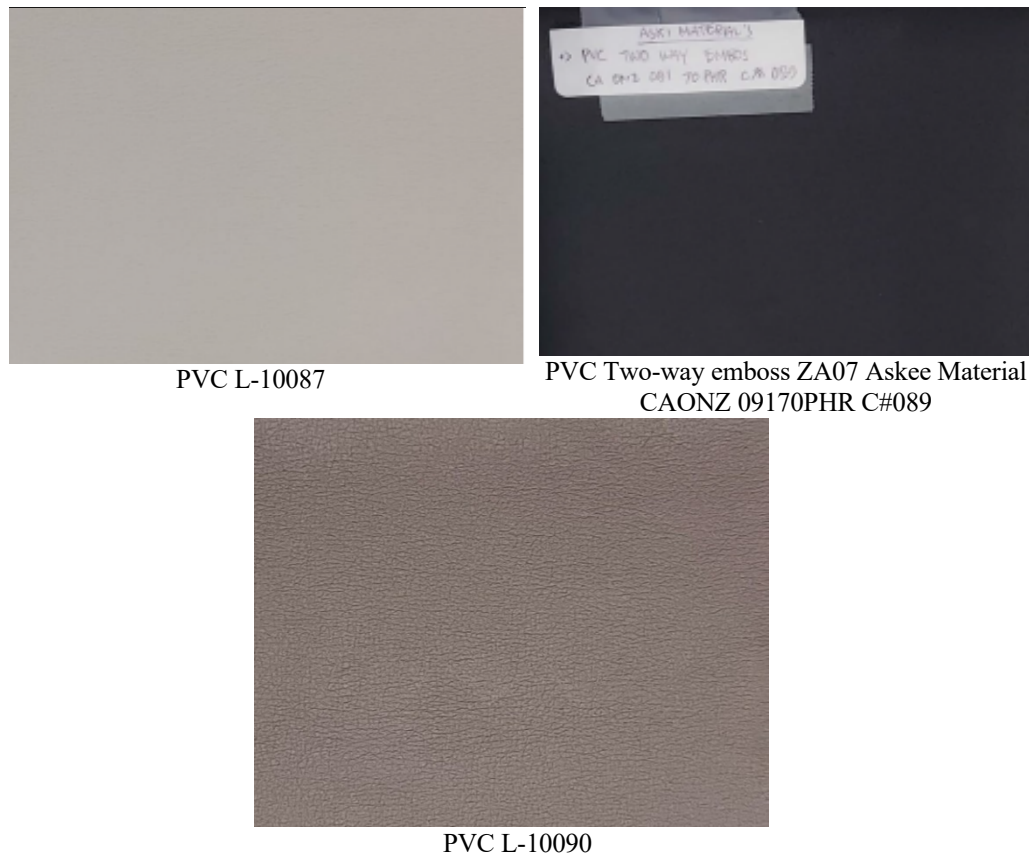


Fig. 10. Leftover materials from PT Seikou's automotive seat cover (2)

Figure 9 and Figure 10 show various examples of seat cover material production waste that are abundantly produced by PT Seikou Seat Cover. These material samples were selected and evaluated by the company according to the needs of fashion design that would be explored in accordance with the preferences of Generation Z.

After the study program received sample materials from PT Seikou, the process continued with a meeting with the student community service members for a briefing on the steps for making design exploration. At the briefing, students were asked to conduct research to collect examples of trendy pouches, bags, and accessory designs and look for possibilities for exploration. Lecturers and students conduct design discussions through joint meetings by considering the target market of users is the Zoomer generation or Gen Z. The birth year limit of Generation Z varies from various sources, estimates range between 1995-2015. Regardless of the various birth year boundaries, there is a general agreement that Generation Z is the internet generation, a generation that enjoys the wonders of technology, after the birth of the internet (Aulia, 2017).



Fig. 11. Submission of sample material from PT Seikou Seat Cover

Figure 11 shows the photo documentation of the provision of leftover production materials, according to the example shown in Figure 9 and Figure 10, which then be given by the company to the Fashion Design Study Program to be explored by students and lecturers into fashion product designs for Generation Z.



Fig. 12. Briefing on community service to student members

Figure 12 shows the activity where the lecturer provides a briefing to students on finding alternative modes that match the characteristics of the available materials and how to conduct contemporary design exploration according to the Segmenting, Targeting, and Positioning of Generation Z.

Based on the request from PT Seikou Seat Cover to process material waste into upcycling products that have aesthetic value and marketability for the Generation Z target market, in this

community service, there are several steps of the method carried out, with the following description:

1. Students together with lecturers conducted research on the Gen Z target market, using the STP approach, namely Segmenting, Targeting, and Positioning, because of the pervasive influence of social media. Unlike earlier generations, their appearance and curated online personas are scrutinized relentlessly, both publicly and personally. Studies indicate that nearly half of Pivotal believe social media significantly impacts self-perception and external judgment (Fromm and Read, 2018). Authenticity is central to their preferences, with Gen Z favoring brands that align with their values, provide meaningful customization, and deliver cutting-edge products. Raised on social media, they have multiple online personas and utilize different platforms for specific purposes. Marketing to this generation requires adapting to their expectations of transparency, personalization, and two-way engagement. Retailers must understand that Gen Z will quickly abandon brands perceived as inauthentic or tone-deaf, favoring those who genuinely listen and adapt to their needs (Salamone, 2017).
2. Seek insight into the shopping behavior of Gen Z based on data, where Gen Z is more concerned about the environment and effective in utilizing technology (IDN Media, 2023).

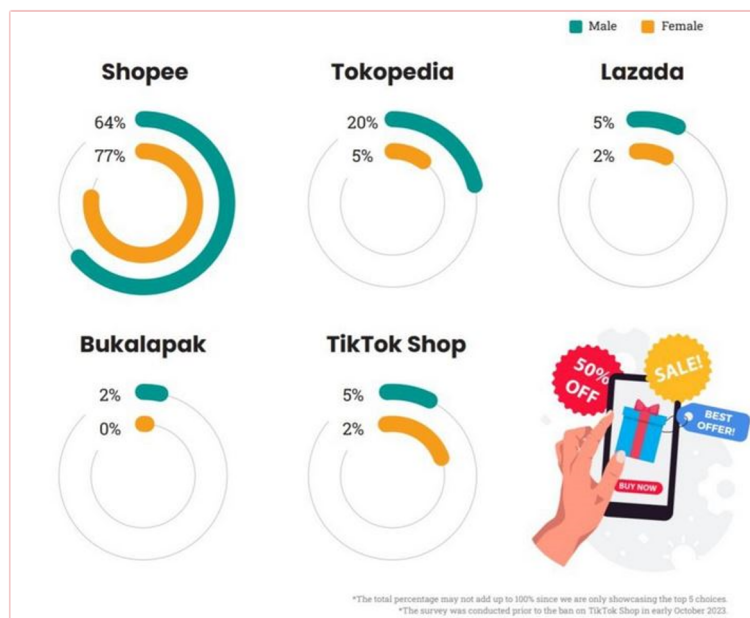


Fig. 13. Gen Z preferences for online shopping

(source: <https://www.idntimes.com/business/economy/trio-hamdani/ini-daftar-e-commerce-paling-digandrungi-gen-z?page=all>)

Figure 13 shows the shopping behavior of Generation Z based on data displayed on the internet. Almost all of Generation Z's needs, both men and women, are searched for, compared, selected, and chosen by looking at their smartphone screens, thoroughly across various available online platforms.



Fig. 14. Female Gen Z interested in buying fashion products

(source: <https://www.idntimes.com/business/economy/trio-hamdani/ini-daftar-e-commerce-paling-digandrungi-gen-z?page=all>)

Figure 14 explains the list of products in commerce that are most favored by Generation Z, closely related to physical appearance, namely fashion-related products, footwear, cute bags, and travel bags, which are Generation Z's preferences. The main generation that influences future beauty trends and standards.

3. By creating alternative designs, lecturers and students can discuss and argue with each other about the reliability of the design explorations carried out by students. Experiential learning has become very relevant in the 'new normal' era. It involves learning by doing, combining real-life experiences with reflection. In the context of the 'new lifestyle', experiential learning allows students and lecturers to adopt a more adaptive approach, opening up opportunities to find new ways of learning that are relevant to the needs of the times (Hidayat et al., 2020).
4. Create design explorations and alternatives, according to the character of the materials provided. Creativity is a very valuable stage in getting attractive and selling design. (Denissa, 2022)

5. Pattern making of fashion and accessory products, material cutting, and joining process.

The use of laser cutting as a fabric cutting tool has seen significant advancements in both

garment manufacturing and textile engineering processes. This technology is highly effective due to its ability to seal fabric edges immediately after cutting, preventing fraying and ensuring cleaner results. One of the key advantages of laser cutting lies in its efficiency, as noted by fashion designers who have utilized this method. Compared to manual cutting, laser cutting produces more precise and cleaner cuts, enabling intricate details that are otherwise difficult to achieve manually. In the context of pattern making for fashion and accessory products, laser cutting proves invaluable not only for material cutting but also for the precision it offers in the joining process. This combination of efficiency and precision elevates the quality of the final product, meeting the demands of modern design and manufacturing (Hidayat et al., 2020).

6. Receiving revised results from PT Seikou, if necessary, product samples would be sent back to Maranatha, and design improvements and enhancements would be made. At the meeting, the progress of the next stage was discussed.

When the sample products are suitable, PT Seikou can have all the design explorations achieved by the Fashion Design Study Program for further production by PT Seikou. It is expected that this collaboration with PT Seikou Seat Cover can run smoothly so that it can become a forum for SRD Diploma-III Study Program students to be able to carry out real case studies in their learning and can be the first step for future collaboration.

Results and Discussions

The implementation of this community service is in the form of design proposals and design realization tailored to the character and interests of Generation Z, namely the generation of teenagers who live in the present era. The lecturer asked the students of the Fashion Design Study Program to find ideas for the shape of handbags that they found interesting and in accordance with the character of the material suggested by PT Seikou. The selection of designs and modifications made by students is expected to be able to meet market tastes because it is designed and intended for generations of the same age, from Generation Z to Generation Z. At this stage, the lecturer gives freedom to the model as long as it has the right proportions, material suitability, can be realized in the form of measurable and modularized patterns and has attractiveness. The selected ideas and designs, modified to obtain fresher innovations, are discussed with the student and lecturer in the community service team to get input that

improves the selected design results.

The process of the community service activities can be simplified in the form of a flowchart as follows:

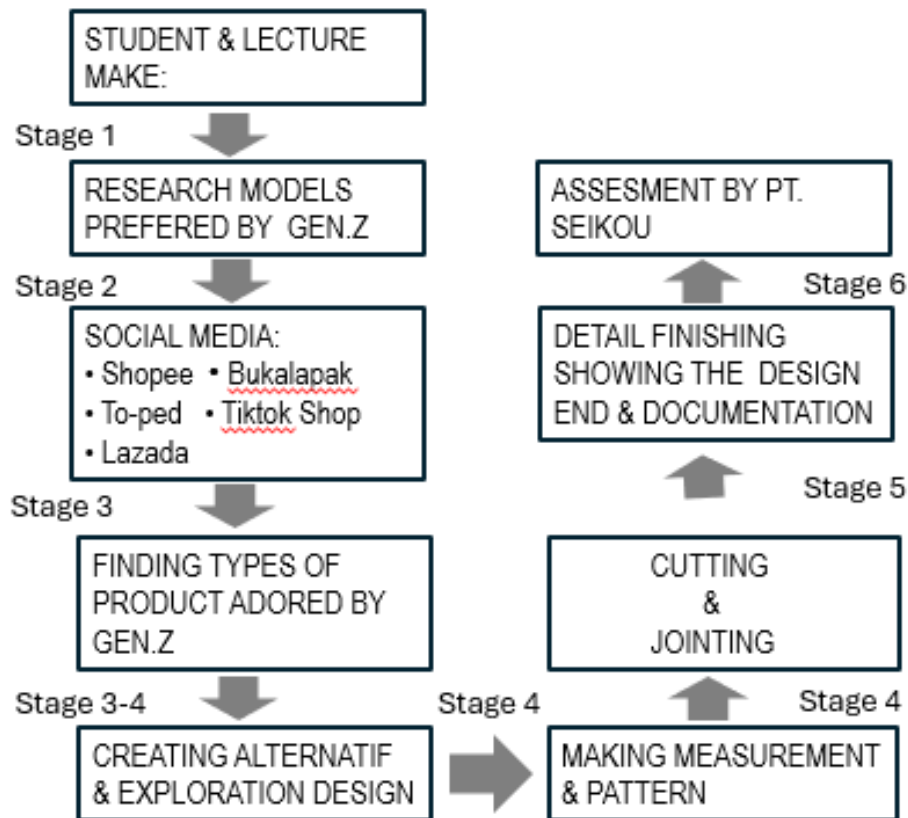




Fig. 15. Flowchart of the model creation process

Figure 15 shows the stages of the design creation process carried out by students under the guidance of lecturers, starting from model research, finding the type of model, design exploration according to the character of the material, pattern size creation, cutting and sewing, detail finishing, control and improvement, to the submission of the design results to the company.

Table 1 explains the documentation of the process stages and results of the community service activities conducted by students together with lecturers for PT Seikou Seat Cover. The design results are very innovative, contemporary, and cater to the tastes of Generation Z because they are made by and for the appropriate generation, although the neatness is still lacking due to the

materials being cut manually and sewn using a regular sewing machine. It is expected that the design can be produced and meet the tastes of the contemporary youth market.

Table 1. Process and result of the community service activities

| Stages | Illustration | Description |
|---|---|--|
| <p>Conduct research on the Gen Z target market</p> <p>Looking for teen bag and accessories ideas</p> <p>Stage 1-2</p> |  | <ul style="list-style-type: none"> • Students got a briefing on constraints and design criteria • Students looked for various handbag ideas |
| <p>Reference examples and initial experiments</p> <p>Stage 2</p> |  | <ul style="list-style-type: none"> • Examples of handbags and accessories selected as design references and experiments • At this stage the development of creativity is very valuable and much needed |
| <p>Making patterns and measurement</p> <p>Stage 3</p> |  | <ul style="list-style-type: none"> • Students made patterns according to the size of the design that has been agreed upon in shape and proportion, through discussion and assessment with the lecturer |

| Stages | Illustration | Description |
|---|---|--|
| <p>Cutting materials according to pattern design</p> <p>Stage 3</p> |  | <ul style="list-style-type: none"> The pattern was cut according to the fabric texture that had been determined in the design process |
| <p>Material size control and cutting</p> <p>Stage 4</p> |  | <ul style="list-style-type: none"> Lecturers assisted in each stage of the process: design, pattern measurement, cutting and joining If there was a mismatch between the shape and the aesthetic value, changes were made to the size of the pattern, cutting of new material and splicing |
| <p>Sewing and jointing</p> <p>Stage 4</p> |  | <ul style="list-style-type: none"> Participating students had the responsibility to complete one product from the beginning of design, pattern making, material cutting, splicing to the completion of the final details until it becomes an attractive product |

| Stages | Illustration | Description |
|---|--|--|
| <p>Splicing</p> <p>Stage 4</p> |  | <ul style="list-style-type: none"> It takes good control of the shape, proportions, jointing of parts by parts, which is the outer part and which is the inner part. The lecturer gave examples of good connection techniques so that students could participate. |
| <p>Shape control and finishing</p> <p>Stage 5</p> |  | <ul style="list-style-type: none"> Detailed finishing such as making bag handles, installing rope shavings, rechecking sewing and repeating if there are any size errors, sewing cuts, and neatness of the final result |
| <p>Design end and result</p> <p>Stage 5-6</p> |  | <ul style="list-style-type: none"> Students tried to live the final result and tried to demonstrate the results of their hard work. The final result is the pride of the design offered to PT Seikou Carrying bags, shoulder bags, handbags |

Conclusion

Community service with the theme of Making Alternative Fashion Products and Accessories Using Leftover Materials from the PT Seikou Seat Cover was carried out well. The products in the form of carrying bags, shoulder bags, and hand bags are considered attractive and receive appreciation from PT Seikou Seat Cover. There were various valuable inputs from PT Seikou Seat Cover such as designing using modules, among other things, so that it is easy to apply in the process. The design results were made by Generation Z students with the expectation that the design choice represents the taste of Generation Z in general. It is expected that in the future when it is produced in large quantities, it will be in demand by most of the younger generation, becoming a commodity that has attraction and generates profits. The benefits in question are not only financial, but more broadly PT Seikou Seat Cover can reduce textile waste from production to accumulate, which if left unchecked, will deteriorate and become waste over time.

The young generation is a generation that enthusiastically follows trends, the utilization of leftover production into up-to-date milliners will increase student creativity in processing leftover production into commodity and aesthetic value milliners. PT Seikou Seat Cover will maintain the continuity of seat cover production more freely, not afraid of the remaining production formed because it can utilize the remaining textiles into other products that are attractive and valuable for sale. The remaining seat cover production can be processed in such a way as to approach zero waste so that PT Seikou Seat Cover is able to succeed in environmental sustainability launched by the 17 SDGs of the United Nations. The Fashion Design Study Program benefits in collaborating with industries that are in line, there are added points for improving the quality of study program accreditation in the future, lecturers and students can practice Goals 12 which is Responsible Consumption & Production, and Goals 17 which is Partnership for the Goals, in the fields of learning, research, and community service.

Students can apply their design creativity directly to real objects, which will continue to be developed and then produced by the industry. This collaboration is expected not to stop at the current community service event, in the future it can continue to be improved into a mainstay product that is able to answer the needs of market trends and tastes. A very proud achievement of cooperation for the Fashion Design Study Program, Faculty of Humanities and Creative Industries, Maranatha Christian University. At the end of the day, it is His grace that initiates,

guides, and blesses all these collaborative efforts. A good starting point to continue and develop in order to become concrete proof of the synergy between education and industry in maintaining environmental sustainability.

Acknowledgements

We would like to express our gratitude to Maranatha Christian University for encouraging the lecturers to actively write articles as a result of their service to the community. We also thank PT Seikou Seat Cover for providing opportunities and facilities for the lecturers and students of the Fashion Design Study Program to carry out the Tri Dharma of Higher Education. A valuable opportunity to develop creativity by transforming leftover seat covers into attractive and marketable accessories and millinery for Generation Z.

References

- Aulia, A. (2017). Selamat tinggal generasi milenial, selamat datang Generasi Z, an article of a generation that enjoys the wonders of technology. Accessed by January, 12, 2024, from <https://tirto.id/selamat-tinggal-generasi-milenial-selamat-datang-generasi-z-cnzX>
- Bappenas. (2023). *Peta jalan SDGs Indonesia menuju 2030*. Kementerian Perencanaan Pembangunan Nasional / Badan Perencanaan Pembangunan Nasional.
- Denissa, L., Permanasari, R., Rosethalia, C., Tania, A., Ngo, V. H., Gunawan, F., Nathania, G., Theodora, D., & Aurelia, C. (2022). Development of Tie-Dye Technique on t-shirts in RT02 RW04 Sukawarna Village, Sukajadi District, Bandung. *Journal of Innovation and Community Engagement*, 3(1), 41–58. <https://doi.org/10.28932/jice.v3i1.4111>
- Farhani, A. P. & Kurniadi O. (2022). Pemakaian produk fast fashion sebagai bentuk citra diri Generasi Z studi fenomenologi terhadap citra diri Generasi Z. *Jurnal Public Relation, Bandung*, 2(2). <https://doi.org/10.29313/bcspr.v2i2.3803>
- Fromm, J., & Read, A. (2018). *Marketing to Gen Z: The rules for reaching this vast and very different generation of influencers*. New York: AMACOM
- Hidayat et al. (2020). *Desain produk dan tantangan industri kreatif di era new normal*. Yogyakarta: Penerbit Samudra Biru.
- IDN Media. (2024). *Indonesia Gen Z report 2024: Understanding and uncovering the behaviour, challenges, and opportunities*. IDN Research Institute.
- Institut Bisnis dan Teknologi Indonesia. (2 Mei 2023). *Mengenal sustainable development goals (SDGs) atau tujuan pembangunan berkelanjutan*. Accessed by January, 28, 2024, from <https://instiki.ac.id/2023/05/02/mengenal-sustainable-development-goals-sdgs->

[atau-tujuan-pembangunan-berkelanjutan/](#)

Salamone, K. (2017). *Brand marketing evolution: Understanding Generation Z*. Accessed by December, 17, 2024, from <https://www.marketsource.com/blog/brand-marketing-evolution-generation-z/>

United Nations. (2015). *Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all*. Accessed by December, 15, 2024, from <https://sdgs.un.org/goals/goal4>