

# **Model Pemilihan Desain Fesyen berbasis Metode Multi Attribute Decision Making**

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## **ABSTRACT**

Various models for evaluating the best fashion design have been developed, however most of them disregard interdependence among their criteria. This study aims to develop comprehensive model that consist of intrinsic and extrinsic criteria for assessing fashion design schemens, and take into consideration of interrelation between its criteria. The Decision-Making Trial and Evaluation Laboratory (DEMATEL) was utilized for analyzing the interrelations between the major clusters of fashion design evaluation. The research constructed the fashion design evaluation framework that consider intrinsic and extrinsic criteria and interdependence criteria. The model can be used as a framework for evaluating fashion design with some various advanteges: considering interrelations between clusters and influences between criteria.

Kata Kunci: *interrelations , intrinsic, extrinsic, DEMATEL.*