

# COUNTERFEIT PRODUCTS IN THE CONTEXT OF THE DEVELOPMENT OF THE CREATIVE INDUSTRY SECTOR AND LAW ENFORCEMENT EFFORTS: A CASE STUDY OF THE APPAREL BUSINESS IN THE CITY OF BANDUNG

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**Abstract.** *Some consumers buy apparel products based on extrinsic value considerations such as social status, lifestyle, consumerism, and high quality. Consumerism has encouraged counterfeiting of well-known trademarks for various apparel products. The city of Bandung is known as one of the local fashion centers in Indonesia. There are many factory outlets that sell counterfeit products such as Levi's, DKNY, Under Armour, Polo Ralph Lauren, Jeep, Hugo Boss, Giorgio Armani, Guess and other well-known brands. The sale of counterfeit apparel products can have a direct impact on the development of the creative industry and law enforcement efforts. The results show that apparel counterfeit products are very dominant so that it has a negative impact on the development of the creative industry, especially the development of local designs. As a result, local brands and local designs are difficult to compete because consumers are more attracted to counterfeit products. In addition, law enforcement is weak in dealing with these illegal businesses.*

**Keywords:** *counterfeit product; creative industry; factory outlets; law enforcement*