

REJUVENATION FOR EVER LASTING INCOME IN CLOTHING BUSINESS

Muhammad Reggy Ramdani¹, Purmaningrum Maeni²

¹Faculty of Arts and Literature, Universitas Pasundan, Bandung

²Faculty of Engineering, Universitas Pasundan, Bandung

¹reggyramdani99@gmail.com, ²purmaningrum@unpas.ac.id

Abstract. This article is for entrepreneurs who want to make their business more unique and durable than ever because people always keep up with what is trending without thinking about what will happen in the next three months. They will end up in bankruptcy, but some will survive too. Everything that is trending is not always on top. It will be dynamically derived following consumer demand. Just like the new meme, I found before, "Adapt, Improve, Overcome." Bandung's clothing market became popular in the early 2000s when many young people produced and sold their products to friends and young people all over the city. However, slowly it lowered the interest of consumers and went out of business. So the author made some decisions and research on the Apparel Market. Currently, the enthusiasm for clothing in Indonesia is still high, as evidenced by the case of Uniqlo selling limited edition products that recently occurred throughout the country and sold out and seeing that the best-selling SpeedTuner product is also well known among private vehicles. Then the writer thought what if PD. Mekar Jaya make a unique product with a motif that matches the Asian personality and has more value from military and motorcycle-based consumer points of view. The author finds a method for how a product can last a long time, namely by exchanging ideas with friends of different professions, then making a sketch depicting military-based consumer motorcycle motifs, such as a shirt from Korea made in 1988 with motorsport sketches based on press body shirts. Then marketed some samples and promoted them through consumers' personal experiences with online media. Consumers are asked for their honesty and judgment on products to promote clothing. The added value of this product, namely maintaining the authenticity of the product and making the company character different from the others, also makes consumer satisfaction.

Keywords: Asia, Entrepreneurship, Unique

I. INTRODUCTION

Entrepreneurship is an activity in which a business actor has an idea to sell and market their products with the uniqueness and characteristics of their products and services to maximize sales so that the business actors involved, consumers, and turn the economy in their country to the world can prosper. Entrepreneurship has been known and occurred during the era of kingdoms in various countries and expanded together with the expansion of a country's territory due to its population's needs. The most famous trade expansion was "The Silk Road." The Silk Route was a network of trade routes connecting East and West and was the center of economic, cultural, political, and religious interaction between these regions from the 2nd century BC to the 18th century. The Silk Route mainly refers to the land route connecting East and Southeast Asia with South Asia, Persia, the Arabian Peninsula, East Africa, and Southern Europe [1]. Business actors at that time traded by relying on commodities from each region then gathered in a city or trading place where buying and selling activities took place. This activity creates unique cultural assimilation developments in architecture, manuscripts, home furnishings, song lyrics, and even musical instruments. Also, advancing human civilization evenly, such as opium and explosives created by China in the 9th century, changed the strategy of war in various countries and evolved until now into several firearms specifications.

II. BASIC THEORY

A. Entrepreneurial Style

In the twentieth century, entrepreneurship itself has developed much faster than before. However, at that time,

business actors used to make payments in places where traders and buyers met to make transactions or through the post office. However, the conditions and features were less supportive. KASKUS is one of the first platforms based on forums and threads where the culture of young people in the 2000s devoted their creativity to writing, discussing gadgets, mysteries, to television series and films that are trending around the world. FJB, or what is known as the Buy and Sell Forum where online transactions occur, and the Cash on Delivery culture, is increasingly popular among young people. At that time, there were also various fashion trends, namely western culture and Harajuku originating from Japan. Not to be spared from the well-known distros in Indonesia, especially in Bandung, a clothing company was founded called '347' Boardrider.co, 'followed by' Oval Research 'the following year. From 1997 to 1998, clothing companies emerged, namely Harder, Airplane, Monic, Two Clothes, No Labels [2]. With the increasing trend and demand from young people, the more new brands will be in the following year. The distro has become iconic for Streetwear and other casual clothing types. In 2009 and above, Tokopedia became the first buying and selling platform created explicitly for buying and selling, with features that fully support buying and selling activities, with its unique marketing features and benefits that can be felt for both sellers and buyers. Whether from discounts, setting merchandise displays, checking goods, maintaining goods quality, etc. Only with a cellphone, which incidentally can be accessed by everyone and the internet, can search for the desired item.

B. Advantages and Problems

With this platform, it can open up opportunities for people to sell their merchandise quickly. There is no need

to think about the goods' shipping price, how long the expedition will take, and the condition of the goods until they arrive at the consumer. At this time, the government has classified funds for developing entrepreneurs, not only billions, even trillions of rupiah, which have been disbursed. Indonesia's Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to gross domestic product (GDP). Indonesian MSMEs contributed up to IDR 8,573.9 trillion to Indonesia's GDP (based on current prices) in 2018. Indonesia's GDP in 2018 was IDR 14,838.3 trillion, so the contribution of MSMEs reached 57.8% of GDP. Also, MSMEs employ 116,978,631 people

or reach 97% of the total Indonesian workforce (MSMEs and Large Units). There are 64,194,057 MSMEs in Indonesia or 99.99% of the total business units in Indonesia [3]. It is not surprising that the government dares to take this step. However, problems began to occur when people began to be distracted by new trends. Consumers are not diminishing, but clothing styles are changing. This change often occurs every year. In the following years, consumers often mix and match their clothing styles, colors, whether it is soft colors, pastels, uniforms, etc. Even the fashion trends of the 70s to 90s were also raised again.

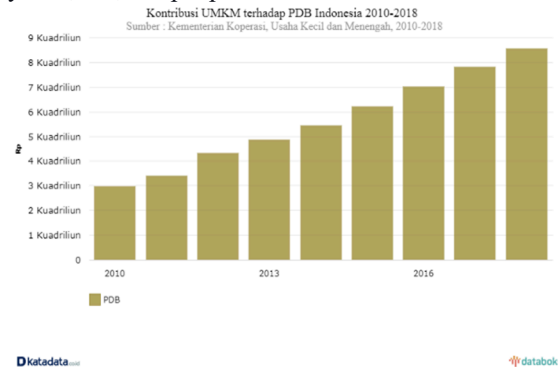


Figure 1. Graph of the Contribution of MSMEs to Indonesia's GDP 2010-2018

Another problem comes from the expansion of foreign goods since the concept of globalization is echoed, namely trade carried out by ASEAN member countries where goods from abroad enter easily in Indonesia. Product competition is getting tighter, making some business people worried, coupled with the Trade War between America and China and the pandemic that has lasted for the past few months. As a result, as many as 30,000 business actors went out of business, both large and small. It makes chaos the economy of countries around the world. The people finally have to save their money to survive this war.

III. METHOD

This chapter uses phenomenological and ethnographic research methods of society is facing significant changes in aspects of the economy in Indonesia. With sources from several well-known media and leading census that have been certified and trusted. In this case, the writer interviewed with the PD business owner. Mekar Jaya, a business run by one person with a passion for becoming an entrepreneur. In running his business that has been running for more than a decade, the informant felt his heyday where many buyers were teenagers who work as TNI and Polri, even from the elderly who are very enthusiastic about military history in various worlds. According to the informants, monthly turnover can reach ten million or more when there are orders from state companies. However, over time there was a decline in customers; apart from consumers switching to ordering through online buying and selling applications, government policies also contributed to the decline in their business. Sources said that their loyal customers are now drastically reduced over time. In this case, the writer found several important pain points that the informants conveyed

indirectly during the analysis and direct research. These pain points will be discussed in several points in the research results.

A. Enthusiasts

Consumer enthusiasts for the products presented by PD. Mekar Jaya, which targets the elderly and young people from among the civil servants, is indeed a little bit from year to year; this is evidenced by a decrease in consumer demand for products offered by PD. Mekar Jaya.

B. Innovation

PD. From the very beginning, Mekar Jaya was intended for collectors and civil servants based on State defense. So it does not sell goods other than for the military, police, and others. Hence there have been no consumer updates for several years. This is what makes the competitors and the informants themselves feel that their income has decreased. Resource persons only depend on loyal buyers who have established trust and are disseminated only by word of mouth. Fortunately, there are still buyers, but they are not as busy as before, said the source.

C. Place of business

Place of business of PD. Mekar Jaya is very strategic, located on Jalan Arjuna, in the middle of the city and close to the international airport, which is also a training ground for prospective mechanics and officers taking the path of education a private university. To reach the place of business is also very easy to find, there is also a means of transportation that passes in front of the shop. However, the surrounding environment is not very supportive because it is very close to the slaughterhouse and the wholesale market. Make customers feel uncomfortable last long. Likewise, private development projects are exceptionally polluting the air there, different from a few years ago.

IV. DISCUSSION

The United States Census Agency and the State Statistics Agency, Indonesia, have at least more than 267.7 million people [4] aware of this recession. In this state, they only use the money to buy primary necessities, such as food, clothing, medicines, furniture, electricity, and the internet. In this case, business people can choose between five options needed by the community and even use more than one of these primary needs, provided they have to have more capital or have an initial business model when they are not doing business. One example is cloth. Currently, the enthusiasm for clothing in Indonesia is still high, as evidenced in Uniqlo's case selling limited edition products that recently happened throughout Indonesia and sold out (before the pandemic); they are taking advantage of this momentum among teenagers in Indonesia and even in the world.

If PD. Mekar Jaya changes its market share by penetrating the world of Streetwear, eating will create a breakthrough by making unique products that are different from conventional stores and other competitors, namely by several things that can be done:

The first thing is to think about what if we made the motif according to the Asian personality. That has more value from the consumer's perspective. The fabric template is based on military and motorcycle fabrics due to its unique military design. However, the clothes with the press body automatically fit the consumer's body. The author argues that the press body t-shirt design will increase the confidence of the wearer, especially for men. However, if you want to add to the tastes of enthusiasts, it is advisable to wear a unisex design.

The second thing is to exchange ideas with friends of different professions and cultures, then make a sketch depicting military-based consumer motorcycle motifs, for example, a shirt from Korea that was founded in 1988 which is mixed with a body-based sports motorbike sketch and then sends Some samples and are promoted through honest consumer personal experiences with online media, when consumers use them while driving with friends around the city, consumers indirectly support and showcase these products. However, don't just feel satisfied, collaborate with other competitors, or maybe some influencers who have their fanbase or maybe with other communities, causing new enthusiasm for new clothes in Indonesia.

The third thing is to use government tools such as special laws on entrepreneurship and buzzers for branding local products and provide a little tax and shipping relief, the authors believe that if the government uses policies properly, our economy in the third quarter of two thousand and twenty will improve, and if we succeed in doing this at home, we must immediately expand overseas. If we are successful in changing the Paint Point, it can affect the "snowball effect," which is where a small thing, when practiced, can cause a big thing in society. People are aware that some work must be done at home with the pandemic, and conventional shops must also be digitized or based online immediately. It is proven by several world-famous brands that have plans to close some of their outlets

because they cannot pay for the place and debt that has accumulated as well as preventive action if there is a pandemic in the following years.

V. CONCLUSION

An entrepreneur must always adapt to what is trending among the current and future young generations, always be up to date on their developments. Pain Point is something you should always look for, one of which is PD. Mekar Jaya must use a platform that is being loved by the community so that it is easy to convey to the public. Dare to innovate and create new interests to create a trending market. By making something unique and collaborating with several communities and with other companies, it can increase popularity while taking advantage of the high enthusiasm of society for clothing in Indonesia, as evidenced in the case of Uniqlo selling limited edition products that recently occurred throughout the country and sold out (before pandemic), they are taking advantage of this momentum among teenagers in Indonesia and even in the world.

For PD Mekar Jaya It is always recommended to innovate and change its market share as well as expand its market reach and explore e-commerce And for consumers always maintain trust in shops or retail and spread it through social media, in addition to supporting domestic entrepreneurs, also maintaining the country's economic ecosystem

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