

BUSINESS FEASIBILITY STUDY ON THE DEVELOPMENT OF THE LOCAL FASHION INDUSTRY THROUGH TECHNOLOGY INNOVATION USING KITA LOKAL

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ABSTRACT

Kita Lokal is a custom-made clothing service that is equipped with an expedition service, where Kita Lokal uses an application as a consumer intermediary to meet local tailors. Kita Lokal is here as a solution for consumers who want to realize their dream clothes, on the other hand also empowering the talents of local tailors. By using the Business to Consumer model, Kita Lokal presents a fashion quiz containing a number of questions to understand user preferences so that it can be developed in the application, Kita Cart provides history and likes features that can be seen by user followers, Artificial Intelligence (AI) features that can make it easier consumer. Kita Lokal will be the pioneer of applications that provide custom-made and expedition services at the same time as well as presenting an e-commerce platform and fashion community which is realized by increasing support for local fashion, providing outreach services to local fashion producers who do not understand technology, gathering talented local tailors. to change the perception that international brands are better than local brands to be able to compete and even excel in the fashion sector, expand the business market to the national realm, connect consumers with local tailors through the Kita Lokal platform and provide shipping services that make it easier for consumers to receive the results they have received. design with the motto bring life to your design with us.

Keywords: *fashion, local, tailor*

1. INTRODUCTION

Background

It is undeniable that the fashion industry is one of the fastest changing industries from time to time (Shinta, 2018) [1]. That's how various works were born from intense competition. However, it turns out that there are still many Micro, Small and Medium Enterprises (MSMEs) that are difficult to recognize in various circles (Shobaruddin, 2020) [2]. Apart from the problem that many MSMEs still do not understand digitalization, this is also due to the view that products with international brands are considered to have better quality than local products (Pande, 2022) [3]. MSMEs also experience problems in terms of delivery (Kussudyarsana, 2016) [5] or delivery of goods/products because the available budget is limited (Meidina, 2020) [6]. To deal with this problem, Kita Lokal is here to offer services that can support the local fashion industry to develop, by presenting an application that can connect consumers with trusted local tailors via online communication (Andri, 2022) [4]. The Covid-19 pandemic has brought the national and global economy towards an economic recession. This is marked by negative national and global economic growth or contraction. The national economy itself only contracted in the second quarter of 2020 with an economic growth of -5.3% (UMKM Bangkit, 2020) [7]. One of the sectors hardest hit by the Covid-19 pandemic is Micro, Small, and Medium Enterprises (MSMEs), which are also driving the decline in the national economy. This is understandable because MSMEs have a very large contribution to the national economy (Desfika, 2022) [8]. According to data from the

Ministry of Cooperatives, Small and Medium Enterprises (KUKM) in 2018, the number of MSME actors was 64.2 million or 99.99% of the total number of business actors in Indonesia. The absorption capacity of MSME workers is 117 million workers or 97% of the labor absorption capacity of the business world (Limanseto, 2021) [9]. Meanwhile, the contribution of MSMEs to the national economy (GDP) was 61.1%, and the remaining 38.9% was contributed by large business actors, which amounted to only 5,550 or 0.01% of the total number of business actors (Puspitasari, 2021) [10]. The MSMEs are dominated by micro business actors, amounting to 98.68% with a workforce absorption capacity of around 89%. Meanwhile, the contribution of micro enterprises to GDP is only around 37.8%. From the data above, Indonesia has the potential for a strong national economic base because the number of MSMEs, especially micro-enterprises, is very large and the absorption of labor is very large (Putra, 2021) [11] MSMEs are the most important pillars in the Indonesian economy

A contribution of micro, small and medium enterprises or can be called micro, small and medium enterprises, where in Indonesia a micro, small and medium enterprise is not a foreign thing and does not need to be considered again. According to information from the ministry in the field of data and the planning bureau of a state ministry engaged in cooperatives and micro, small and medium enterprises in Indonesia, micro, small and medium enterprises provide excellent input and contribution to society by creating national investment and increasing gross national GDP, a contribution of micro, small and medium enterprises in the workforce. It can be concluded that micro, small and medium enterprises are the main pillars in building the economy, especially in Indonesia (Fanisa, 2020) [12]. There is an interesting feature in Kita Lokal, namely this application provides freedom for consumers to freely design clothes according to the criteria they want, then the request is then processed by the tailors in the Kita Lokal application. Kita Lokal is an e-commerce application that offers expedition services as well as custom-made clothing services, where each garment has been designed by the user. Kita Lokal will be processed by local tailors who have been selected through various tests and are qualified so there is no need to doubt the quality. This application that we propose has great potential to develop rapidly in the future with the consideration that every human being has a different creativity and a different body shape, therefore. Kita Lokal is here to make this happen by emphasizing the concept of freedom to provide designs according to the creativity of each individual. In addition, the world that has moved towards an increasingly modern direction makes it difficult for some people to find tailors, therefore it not only provides convenience for the community but this application can also empower workers, especially tailors, which are increasingly rare.

Another part that is not less interesting is that Kita Lokal also gives freedom to their users to sell designs that they have made before. So, in addition to receiving orders from consumers, users can use Kita Lokal as a medium to develop each other's abilities in the fashion field with a community to share designs. There are also other features to assist the development process of Kita Lokal as follows:

- 1) Fashion Quiz which can help Us Local in understanding user preferences is useful for customizing the appearance of the application page.
- 2) Kita Cart which provides likes, history features that can be seen by user followers.
- 3) Artificial Intelligence (AI) features that can make it easier for consumers.
- 4) Providing socialization services for local fashion producers who are still lacking in understanding technology.

Purpose

Kita Lokal aims to develop the creativity of every individual by presenting applications that offer custom-made clothing services and making it easier for tailors to reach consumers with a vision to make Kita Lokal a pioneer in custom-made clothing services that are duplicated with expedition services to deliver the result of clothes that have been in custom. The missions that Kita Lokal want to aim for are as follows:

- 1) Continuously conduct marketing research to find out the development of trends that are useful in developing both applications and services from tailors and expeditions.
- 2) Carry out strong branding intensively in promotions such as: exposure on various social media, updates and improvements to the Kita Lokal website, partnerships with various partners who help build Kita Lokal public relations.
- 3) Develop innovations based on the marketing research that has been done.
- 4) Provide various offers and benefits to maintain long-term relationships with our users, investors, and local employees.

Kita Lokal has several benefits: It helps the community to develop their fashion skills with the freedom to upload designs or sell designs they have made. Opening a new mindset in people's minds that local tailors are also able to compete with foreign brands. Provide job opportunities for the community. Provide opportunities for local tailors to develop their creations. Make it easy for people to find tailors in today's modern era.

2. ANALYSIS

SWOT Analysis

Kita Lokal has the advantage of introducing local fashion domestically and internationally, using a long-term socialization system that will help sellers equipped with 5.0 technology, as well as export features so that foreign consumers can try local fashion. But Kita Lokal also has weaknesses, namely new applications so that brand awareness is low and not yet top of mind, not all local fashion follows global trends, and bugs or errors occur in applications, and development is hampered due to lack of investment. The Covid-19 pandemic has forced people to refrain from going to shopping malls to buy clothes (Azizah, 2021) [13]. Thus, making people switch to shopping online and making an increase in demand for local fashion (Rossa, 2020) [14]. The government also continues to encourage the local fashion industry to survive the Covid-19 pandemic (Setyowati, 2021) [15].

Market Potential

Kita Lokal has a primary target market, namely getting started with the age of 18-34 years, targeting students, college students, employees and first jobbers who have social media and messenger applications and are influenced by influencers, friends, communities, and references from the internet. Secondary targets are builders aged 35-59 years, targeting housewives and entrepreneurs by doing billboard marketing and online advertising which are influenced by social factors from extended family, socialite friends, social gathering friends, and the internet. Kita Lokal promotions will be easy to do through social media by regularly updating content and collaborating with social media platforms to introduce Kita Lokal to the wider community.

Segmenting, Targeting, Positioning

Kita Lokal has a target age of 18-34 who are focused on buyers in big cities while sellers in small towns. Targeted at gen y and gen z with middle and lower middle income and have personalities interested in local product culture. The targeting of Kita Lokal is to provide services to other people who want to sell local product cultural clothing with the positioning of the goods in the Kita Lokal application that has been selected first. Kita Lokal has great potential to develop rapidly in the future with the consideration that every human being has different creativity and different body shapes, therefore Kita Lokal are here to make this happen by emphasizing the concept of freedom to provide designs according to the creativity possessed by every individual.

Product Life Cycle

On introduction, Kita Lokal provides services for users to compare prices and vouchers in 3000+ marketplaces, provide notifications for orders, automatic orders, and Kita Lokal also allows users to store products from various marketplaces in one integrated basket with easy access. To introduce products from Kita Lokal, this is done by participating in fashion shows and conducting promotions (digital marketing) through social media platforms such as Instagram, Tiktok, and Facebook. The goal is to build brand awareness and brand image of the Kita Lokal brand to the public. Next step is growth, through introductions made to consumers, brand image and awareness from the community are increasing towards Kita Lokal so that it will improve aspects of efficiency and user experience. In order to create traction for users, Below the Line (BTL) and Through the Line (TTL) marketing are used. TTL marketing is focused on building brand awareness through events and social media, while BTL or direct marketing is focused on gaining partnerships with institutions or organizations. Maturity, which is a phase where Kita Lokal is well known among the public, Kita Lokal also experiences an increase in sales every month. This phase can occur because consumers already trust and feel comfortable with the experience and services provided. So, Kita Lokal can become a custom-made fashion application with a high level of success and is popular with consumers.

3. TECHNICAL ASPECTS

Business Capacity

Kita Lokal will open a store and prepare products from Kita Lokal at 9.30-10.00. And in normal circumstances, Kita Lokal has operating hours from 10:00 to 21:00 with a break of 45 minutes.

Technology

The Kita Lokal application provides technology & services to the customers. Our solutions for consumers who want to realize their dream clothes. Our application technology has a user interface that will appear first after you open the Kita Lokal application which shows the Home Page which contains images of the latest fashion trends and the related clothing column where consumers can press it directly. On the other hand, on the next page there is a feature where consumers can search or browse what category they are looking for such as

tops, overalls, pants, skirts, accessories, bags, shoes and others. In the upper right corner, there is a profile of ourselves and on the left, there is a search field where users can type something and browse. Kita Lokal also has the Kita Cart feature, which provides history and likes features that can be seen by user followers, there is also an Artificial Intelligence (AI) feature that can make it easier for consumers.

Business Expansion and Diversification

In the future, if Kita Lokal already has branding and helps local fashion, we have plans to carry out the latest technological developments in the application and provide worldwide shipping specifically for local fashion that is available at Kita Lokal. In terms of promotions and services provided, it will be more attractive by providing promos such as discounts, cashback, and vouchers with minimum spending requirements. Kita Lokal will provide an official website that will help consumers to get important information about Kita Lokal, product catalogues, collections and make purchases. To overcome business boredom, Kita Lokal held a fashion week by releasing clothes that were designed according to the designed theme.

Business Operation

The following is business operational process from Kita Lokal which consists of planning, controlling, and organizing as well as mobilizing those who carry it out to achieve the goals that have been set, as follows:

- 1) Prepare the local tailor community.
- 2) Collaborate with local tailor communities.
- 3) Carry out R&D (research and development) of the market, the work of local tailors.
- 4) Register a developer account to the play store and app store.
- 5) Complete the developer account verification process.
- 6) Input local tailor product on featured item application.
- 7) Enable and ensure all features and application systems smoothly.
- 8) Preparing human resources and marketing (social media, advertising promotion).
- 9) Updating and evaluating UI, HR, and Marketing.
- 10) Conduct application counselling for local tailors.
- 11) Expanding the application business through the cooperation of investors and donors.

Furthermore, Kita Lokal also has a production mechanism, namely:

- 1) Analyses user needs.
- 2) Determine the idea of the application that will be made for development.
- 3) Collaborate with app developers to develop applications.
- 4) Making the algorithm of the application that will be made by the app developer.
- 5) Make the design and user interface of the application.
- 6) Implement application design.
- 7) Enable and ensure all features and application systems smoothly.
- 8) Conducting trials and testing the use of applications.
- 9) Updating and evaluating the application system on a regular basis.
- 10) Conduct application counselling for local tailors.
- 11) Carry out the use of the application in the community.

4. FINANCE

No	Cost Component	Unit	Q	Price Per Unit (Rp)	Total Cost (Rp)
1	Building Rental	m2	1	125,000,000	70,000,000
2	Vehicle				
	a. Motorcycle	unit	1	15,272,000	15,272,000
3	Application				77,215,000
	Work Table	unit	1	810,000	2,505,000
	Total				164,992,000

Economic Age (Years)	Depreciation Cost (Rp)	Project Residual Value (Rp)
7	2,181,714	8,726,857
2	6,273,000	-
1		
3	-	-
3	-	-
4	13,831,250	13,831,250
3	270,000	-
5	339,000	678,000
	22,894,964	23,236,107

Source of investment funds from *):	Share Funds	Nominal Amount
a. Investor	40%	65,996,800
b. Own Funds	60%	98,995,200

1. Production Cost

a) Variable Cost

No	Cost Structure	Q	Unit	Cost Per Unit (Rp)	Cost Per 1 Month (Rp)	Cost Per 1 Year (Rp)
1	Raw Material				Rp 3,169,200	38,030,400

b) Fixed Cost

No	Description	Q	Unit	Cost Per Unit	Total Cost Per 1 Month	Total Cost Per 1 Year
1	Labor					
	a. IT	2	Person	5,000,000	10,000,000	120,000,000
	b. Adm.	1	Person	4,500,000	4,500,000	54,000,000
2	Water		-		1,550,000	18,600,000
3	Electricity		Watt		2,500,000	30,000,000
4	Wi-Fi		-		500,000	6,000,000

5	Rental Building	2	Unit	12,546,000	25,092,000	301,104,000
6	Socialization Cost	1	unit	55,325,000	5,358,000	64,296,000
7	Packaging	2	unit	22,000	44,000	528,000
8	ATK		-		100,000	1,200,000
9	Miscellaneous Expenses		-		2,500,000	30,000,000
10	Vehicle Maintenance		-		500,000	6,000,000
	TOTAL				52,644,000	631,728,000

2. Marketing Cost

No	Marketing Cost	Q	Unit	Cost Per Unit	Cost / Month	Cost Per Year
1	Tenaga Kerja	1	Person	4,500,000	4,500,000	54,000,000
						54,000,000

Strategies	Description	Price	Unit	Total
Kita Lokal	R&D	35,000,000	1	35,000,000
	Office Rent	45,000,000	1	45,000,000
	Equipment fee	14,000,000	11	154,000,000
	Salaries Expense	4,500,000	11	49,500,000
	Legal	20,000,000	1	20,000,000
	Maintenance	12,000,000	1	12,000,000
	Utilities Expense	6,000,000	1	6,000,000
	Office Supplies	5,000,000	1	5,000,000
	Insurance Expense	21,000,000	1	21,000,000
Marketing Strategy	Publication Fee	25,000,000	6	150,000,000
	Marketing Gallery	5,000,000	4	60,000,000
	Events	20,000,000	6	120,000,000
	Website	15,000,000	1	15,000,000
	Application	22,000,000	1	22,000,000
	Endorsement	9,000,000	12	108,000,000
	Socialization	10,000,000	12	120,000,000
Total Cost				942,400,000

3. Working Capital Requirements

Application and Development Cost		55,813,200	669,758,400
Marketing Cost		4,500,000	54,000,000
Total Working Capital		60,313,200	723,758,400
Total Working Capital Per 1 Month		60,313,200	

Source of investment funds from *):			
a. Own Funds	60%	36,187,920	
b. Investor	40%	24,125,280	

4. Production & Income Statement Projection

NO	Product	VOLUME	UNIT	Market Value	Sales in Month	Sales in Year
1	Ads	1800	Iklan	40,000	72,000,000	864,000,000
2	Packaging	1800	box	1,500	225,000	2,700,000
	TOTAL				72,225,000	866,700,000

5. Capital Budget

Interest:	10%					
Period	Credit	Fixed Instalment	Bunga	Total	Beg, Balance	End, Balance
Tahun-0	98,995,200				98,995,200	98,995,200
Month -1		2,749,867	824,960	3,574,827	98,995,200	96,245,333
Month -2		2,749,867	802,044	3,551,911	96,245,333	93,495,467
Month -3		2,749,867	779,129	3,528,996	93,495,467	90,745,600
Month -4		2,749,867	756,213	3,506,080	90,745,600	87,995,733
Month -5		2,749,867	733,298	3,483,164	87,995,733	85,245,867
Month -6		2,749,867	710,382	3,460,249	85,245,867	82,496,000
Month -7		2,749,867	687,467	3,437,333	82,496,000	79,746,133
Month -8		2,749,867	664,551	3,414,418	79,746,133	76,996,267
Month -9		2,749,867	641,636	3,391,502	76,996,267	74,246,400
Month -10		2,749,867	618,720	3,368,587	74,246,400	71,496,533
Month -11		2,749,867	595,804	3,345,671	71,496,533	68,746,667
Month -12		2,749,867	572,889	3,322,756	68,746,667	65,996,800
Year-1		32,998,400	8,387,093	41,385,493		
Month -1		2,749,867	549,973	3,299,840	65,996,800	63,246,933
Month -2		2,749,867	527,058	3,276,924	63,246,933	60,497,067
Month -3		2,749,867	504,142	3,254,009	60,497,067	57,747,200
Month -4		2,749,867	481,227	3,231,093	57,747,200	54,997,333
Month -5		2,749,867	458,311	3,208,178	54,997,333	52,247,467
Month -6		2,749,867	435,396	3,185,262	52,247,467	49,497,600
Month -7		2,749,867	412,480	3,162,347	49,497,600	46,747,733
Month -8		2,749,867	389,564	3,139,431	46,747,733	43,997,867
Month -9		2,749,867	366,649	3,116,516	43,997,867	41,248,000
Month -10		2,749,867	343,733	3,093,600	41,248,000	38,498,133
Month -11		2,749,867	320,818	3,070,684	38,498,133	35,748,267
Month -12		2,749,867	297,902	3,047,769	35,748,267	32,998,400
Tahun-2		32,998,400	5,087,253	38,085,653		
Month -1		2,749,867	274,987	3,024,853	32,998,400	30,248,533
Month -2		2,749,867	252,071	3,001,938	30,248,533	27,498,667
Month -3		2,749,867	229,156	2,979,022	27,498,667	24,748,800
Month -4		2,749,867	206,240	2,956,107	24,748,800	21,998,933
Month -5		2,749,867	183,324	2,933,191	21,998,933	19,249,067

Month -6		2,749,867	160,409	2,910,276	19,249,067	16,499,200
Month -7		2,749,867	137,493	2,887,360	16,499,200	13,749,333
Month -8		2,749,867	114,578	2,864,444	13,749,333	10,999,467
Month -9		2,749,867	91,662	2,841,529	10,999,467	8,249,600
Month -10		2,749,867	68,747	2,818,613	8,249,600	5,499,733
Month -11		2,749,867	45,831	2,795,698	5,499,733	2,749,867
Month -12		2,749,867	22,916	2,772,782	2,749,867	(0)
Tahun-3		32,998,400	1,787,413	34,785,813		

6. Profit and Loss Projections and Break-Even Analysis

No	Description	Year		
		1	2	3
A	Revenue			
	Total Revenue	866,700,000	866,700,000	866,700,000
B	Expenses			
	i, Variable Cost	38,030,400	38,030,400	38,030,400
	ii, Fixed Cost	631,728,000	631,728,000	631,728,000
	iii, Depreciation	22,894,964	22,894,964	22,894,964
	iv, Interest Instalment	13,978,489	8,478,756	2,979,022
	v, Marketing/Distribution Cost	54,000,000	54,000,000	54,000,000
	Total Expenses	760,631,853	755,132,120	749,632,387
C	R/L before tax	106,068,147	111,567,880	117,067,613
D	Tax (10%)	10,606,815	11,156,788	11,706,761
E	Profit after Tax	95,461,332	100,411,092	105,360,852
F	Profit on Sales	11,01%	11,59%	12,16%
G	BEP: Rupiah	699,285,794	693,533,660	687,781,526
	Unit (Cup)	874,107	866,917	859,727

7. Cash Flow, IRR, NPV, Payback Period

No					
		1	2	3	4
A	Cash Inflow				
	1, Total Sales		866,700,000	866,700,000	866,700,000
	2, Credit				
	a, Investment	65,996,800			
	b, Working Capital		98,995,200		
	3, Own Fund				
	a, Investment	98,995,200			
	b, Working Capital		24,125,280		
	4, Project Salvage Value				23,236,107
	Total Cash Inflow	164,992,000	989,820,480	866,700,000	889,936,107
	Cash Inflow to calculate	-	866,700,000	866,700,000	889,936,107

	IRR				
B	Cash Outflow				
	1, Investment Cost	164,992,000	-	-	7,500,000
	2, Variable Cost		38,030,400	38,030,400	38,030,400
	3, Fixed Cost		631,728,000	631,728,000	631,728,000
	4, Staple Instalment		54,997,333	54,997,333	54,997,333
	5, Interest Instalment		13,978,489	8,478,756	2,979,022
	6, Tax		10,606,815	11,156,788	11,706,761
	7, Marketing/ Distribution Cost		54,000,000	54,000,000	54,000,000
	Total Cash Outflow	164,992,000	803,341,037	798,391,277	800,941,517
	Cash Outflow to calculate IRR	164,992,000	734,365,215	734,915,188	742,965,161
C	Net Cash Flow (NCF)	-	186,479,443	68,308,723	88,994,590
D	CASH FLOW TO CALCULATE IRR	(164,992,000)	132,334,785	131,784,812	146,970,946
	Discount Factor (10%)	1,0000	0,9091	0,8264	0,7513
	Present Value	(164,992,000)	120,304,350	108,913,068	110,421,447
E	CUMMULATIVE	(164,992,000)	(44,687,650)	64,225,418	174,646,865
F	BUSINESS FEASIBILITY ANALYSIS				
	NPV (10%)	174,646,865			
	IRR	62,85%			
	Net B/C	2,06			
	PBP	1,4	Year		
		17,0	Month		

8. Net Present Value

Description	Projected Year (Rp)			
	1	2	3	4
Total Revenue	1,178,125,000	1,462,288,750	1,780,462,613	2,193,745,753
Total Cost	942,500,000	1,008,475,000	1,079,068,250	1,154,603,028
Depreciation	5,400,000	75,400,000	75,400,000	75,400,000
Earnings Before Interest and Tax	60,225,000	378,413,750	25,994,363	963,742,725
Tax (12%)	19,227,000	45,409,605	75,119,324	115,649,127
Earning After Tax	140,998,000	333,004,100	550,875,040	848,093,127
Operational Cash Flow	16,398,000	408,404,100	626,275,040	923,493,598

NPV Based OCF	216,398,000	408,404,100	626,275,040	923,493,598
Net Present Value	Rp, 1,766,166,638			

9. Balance Sheet

Description	Year			
	0	1	2	3
CURRENT ASSETS				
1. Cash	98,995,200			
2. Bank	98,995,200	0	0	0
3. Acc. Receivables	0	199,832,250	247,648,356	298,929,295
4. Inventory	0	85,642,393	106,135,010	128,112,555
Total Current Assets	197,990,400	285,474,643	353,783,366	427,041,849
FIXED ASSETS				
1. Vehicles, Machine & Eq.	65,996,800	65,996,800	65,996,800	65,996,800
2. Acc. Depreciation	0	22,894,964	45,789,929	68,684,893
TOTAL FIXED ASSETS	65,996,800	43,101,836	20,206,871	-2,688,093
TOTAL ASSETS	263,987,200	328,576,479	373,990,238	424,353,756
LIABILITIES				
1. Acc. Payable				
2. Bank	164,992,000	109,994,667	54,997,333	0
TOTAL LIABILITIES	164,992,000	109,994,667	54,997,333	0
EQUITY				
1. Own Fund	98,995,200	123,120,480	123,120,480	123,120,480
2. Retained Earnings	0	95,461,332	195,872,424	301,233,276
TOTAL EQUITY	98,995,200	218,581,812	318,992,904	424,353,756
TOTAL LIAB. & EQUITY	263,987,200	328,576,479	373,990,238	424,353,756

10. Financial Ratio Analysis

Description	Year 0	Year 1	Year 2	Year 3
Liquidity Ratio				
- Current Ratio	120.0	259.5	643.3	NA
Leverage Ratio (Solvability)				
- Debt to Asset Ratio	62.5	33.5	14.7	0.0
- Debt to Equity Ratio	166.7	50.3	17.2	0.0
Profitability Ratio				
- Net Profit Margin		11.0	11.6	12.2
- Return on Investment		57.9	60.9	63.9
- Return on Equity		96.4	45.9	33.0
NA = Undefined				

5. CONCLUSION

Kita Lokal is a service application business engaged in the fashion sector that prioritizes local fashion that provides services for sewing clothes and custom-made using local tailors as a medium for making clothes and always displaying the latest products that will be assembled through the official Kita Lokal website. customer can also visit directly to the Kita Lokal Gallery. Kita Lokal connects and provides a platform for local tailors to develop and make it easier for the community to find tailors that are difficult to find in today's times. It is hoped that Kita Lokal will further develop through the implementation of appropriate marketing strategies. operational planning. finance. and human resources so that they can become top of mind in the community.

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