

## BUSINESS FEASIBILITY STUDY TO PROMOTE LOCAL FASHION (A CASE STUDY ON GAYAKU)

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Submitted: 16-06-2023, Revised: 25-08-2023, Accepted: 16-10-2023

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### ABSTRACT

*In recent years, business in all fields have faced increasingly global competition. In 2022, the fashion industry is growing and is seen as an industry with the potential to support economic recovery. At present, clothing is not only a primary demand, but also an artistic demand. Gayaku is a fashion product with a design of Indonesian culture as theme. Gayaku products are made of high-quality textile materials, so the clothes are very comfortable to wear, the material is not easy to stretch, and the silk screen will not break quickly, so that it can be used for a long time. Gayaku has a modern and contemporary design concept. In order to better understand market efforts and developments, Gayaku conducts a SWOT analysis, market potential analysis, and business risk analysis. The research method in this study is Qualitative research methods aim to explain a phenomenon in depth and are carried out by collecting data as deeply as possible. Gayaku also has a marketing plan to keep the business running. In order to compete with well-known and brand-name brands, Gayaku will carry out a series of marketing strategies, namely customer relations, activation of social media platforms, endorsement of key opinion leaders, digital campaigns, bajoe E-commerce, and special events.*

**Keywords:** *Gayaku, fashion, clothing, local*

### 1. INTRODUCTION

Fashion specifically refers to a clothing style that can set off a personal image when worn in daily activities or when attending specific events. Unknowingly, fashion is closely related to one's lifestyle (Hendariningrum & Susilo, 2008). The way you dress can determine a person's social and professional status. A person's personality or characteristics can also be determined by their attire (Pradita, 2017). Fashion is not only about the style of clothing, it also needs things like accessories, makeup and hairstyles to support the appearance. Fashion has been known for civilization since 1920 and America has played a vital role in clothing styles (Tokopedia, 2015). After World War I, the United States become once of the fashion centers of the world. Women have a great influence on the development of fashion. The presence of jazz and glamorous dancing also influenced the development of clothing at the time. At first, fashion appeared in the Victorian style, and then it was replaced by the Melinndrosa or flapper fashion style, which was synonymous with thick and glamorous make-up (Arviana, 2016). Economic and social factors heavily influenced fashion development at that time, where the fashion industry would change with the times, even if it experienced repetition in fashion trends. In 1930, economic conditions in America experienced a depression. This depression affects the style of dress to be more casual and no longer glamorous. People at that time chose looser clothes, thicker fabrics, and more closed. This change gives women a feminine impression; dresses that reach the ankles to drag on the floor are a favourite. The world experienced the influence of the world war in the 1940s when synthetic material products such as nylon appeared. The emergence of a change in clothing became dominated by dark colours (navy, brown, green), so many women who work as laborers wear men's clothes, such as work clothes or jeans, following the civilization that is happening.

Since 1950, the world including Indonesia has introduced new clothing concepts using new materials to suit the cultural patterns, needs and trends of the society at the time. Fashion in Indonesia is synonymous with traditional clothing with patterns like batik and kebaya. Over time, traditional clothing with various modern and fashion modified patterns become popular. Business in Indonesia is experiencing increasing global competition in all fields requiring humans to have the ability to compete (Kementerian Perindustrian, 2020). Entering 2022, the fashion industry race again due to growing and opening opportunities for fashion (CNN Indonesia, 2021). The Ministry of the fashion sector is considered one of the sectors with the potential to support economic recovery (Susanto, 2021). In order to reach Golden Indonesia 2045, a superior and competitive young generation needs to be prepared. Technological transformation is needed to create momentum for Indonesia Gold 2045 through the development of the digital economy and industry 4.0. "Making Indonesia 4.0" is the theme carried by the government this year as a Partner Country; Indonesia presents itself as an emerging country during an economic transformation towards industry 4.0 based on research and innovation and shows its existence as a large economic country (Kementerian Koordinator Bidang Perekonomian, 2021). The Indonesian government wants to show the world the roadmap for implementing industry 4.0 in Indonesia and the achievements in its implementation, which are focused on several priority sectors, including textiles and clothing. The Ministry of Tourism and Creative Economy (Kemenparekraf) presents "Wonderful Indonesia" by showing off the beauty of Indonesia through fashion as one of the shows from Jakarta Fashion Week (JFW) 2021.

Comfort is often a major consideration in dressing and choosing simple and casual clothing. In addition, at present, clothing is not only a primary demand, but also an artistic demand for society, especially millennials. Following the saying "You are what You wear," humans are seen and judged for the first time by other people from a visual perspective, including how a person looks. Fashion is one of the answers for humans to reflect their personalities. Apart from requiring creative thinking and innovative ideas, appearance is one of the crucial keys that must be considered by every human being (Mega, 2017).

Through fashion, a person is free to express their pleasure with the latest creations and ideas. In his book *Sociology*, Alex Thio states, "fashion is a great though brief enthusiasm among a relatively large number of people for a particular innovation," which means fashion includes everything that is followed by many people and becomes a trend, also related to elements of novelty or novelty. Fashion is a means of nonverbal communication to convey one's identity and the form of self-expression that one wants to convey (CNBC Indonesia, 2019). Wearing nice and comfortable clothes can increase a person's mental confidence. Fashion is a source of fascination, it not only makes conversations and people around you comfortable, but it is also a source of happiness for those who wear it.

Sophisticated technology, with excellent internet networks and social media as promotional mediums, is used by Gayaku to create products based on sustainable trends and fashion. Music and movies also act as intermediaries to disseminate fashion trends. The business world also influences the development of industrial fashion. Therefore, Gayaku focuses on building trust in its brand to enable it to survive and compete in domestic and international markets.

Gayaku's vision is clothing that prioritizes attractive and modern production standards by always using quality materials and authentic designs, presenting quality clothing, and helping preserve Indonesian culture. Gayaku prioritizes excellent production activities by choosing

textile materials, modern screen printing, and stylish designs to realize our vision. Gayaku also improves the skills of our employees to ensure customer satisfaction and will create a good working environment to achieve our goals manufacture competitive, reasonably priced, high-quality apparel products.

## **Business Background**

Gayaku is a fashion brand that incorporates Indonesian culture as its design theme. Gayaku products are made from a durable fiber material, which makes them extremely comfortable to wear, the fabric does not stretch easily, and the silk screen does not tear easily, as a result, they can be used for a long time. Gayaku incorporates various Indonesian culture-themed motifs into its clothing, including character depictions from traditional Indonesian costumes. A contemporary and modern concept that is in line with the culture, it's ideal for young people who want to express their style while conveying the Indonesian heritage. Gayaku is a clothing brand that specializes in designs that depict the culture of Indonesia. One product is a t-shirt that features the image of a character wearing the traditional Bali costume. Using the modern and contemporary definition, this shirt is ideal for both casual and formal wear. It's not just the general design of the character's face.

However, the character's design was inspired by the typical face of Balinese women, which is characterized by having straight hair, brown skin, and large, almond-shaped eyes. With contrasting colors blending into the illustrated design, this shirt is ideal for individuals who enjoy a bold style. Additionally, the frequent use of the dominant gold and a high crown for chasing make the character appear elegant, beautiful, and luxurious, in line with the cultural characteristics of the Balinese. Also beneficial at the conclusion of the letter is a statement that supports the opening greeting in the Balinese language, "Om Swastiastu". Other than enhancing the aesthetic value, this also serves as a means of promoting the visibility of regional languages in Indonesia.



**Figure 1** Gayaku Logo



**Figure 2** Gayaku Poster



**Figure 3** Product Visualization

## 2. ANALYSIS

### Segmenting, Targeting, and Positioning Analysis

To find out the proper strategic steps to be taken by top management in developing the tourism industry, we compiled strategic activities on segmenting, targeting, and positioning analysis (STP analysis). Geography; local, national, and international. Demographics; male and female gender with Gen Z and Gen Y age groups. Psychographics; are in the middle to lower to the upper economic class who have a traditional lifestyle. Behaviour; likes to use local clothing and the benefits sought are trendy and comfortable clothing and likes a modern lifestyle.

### Risk Analysis

In running a business or business, there are risks that must be faced. The risks faced by Gayaku are rising raw material prices, technological developments, rapid trend changes,

declining people's purchasing power, defective products produced, and possibly damaged production machines. Gayaku has a solution to overcome the risk. The solution is to look for alternative raw materials and suppliers who can provide more affordable prices. Rapid technological developments and trend changes can be overcome by assembling a special team to be more focused on following technological developments and changing trends. People's purchasing power can also decrease, which can be overcome by producing cheaper products with maintained quality. Product defects and production machines can be damaged, so they can be overcome with production defects that can be resold at a lower price and carry out routine maintenance on production machines.

### **SWOT Analysis**

Gayaku has strengths, namely, the use of quality textile materials so that clothes are comfortable to wear and can be used for a long time; the use of screen-printing rubber which has good adhesion and elasticity in the material so that it lasts longer; selling prices are affordable, choosing where to sell is easy to reach, and one can make purchases via the internet; has a unique design and depicts Indonesian culture that can attract customers' attention to buy fashion products.

However, Gayaku also needs to improve. Namely, there are many other brands with similar products; it is a new brand, so customers do not widely know it; the public perception is that clothing with cultural themes is dull and needs to be more modern.

External factors also provide opportunities for Gayaku because attractive product designs can attract customers to try this product; innovation in cultural-themed clothing designs with designs that are trendier and not commonly used in other similar products; taking well-known public figures who have a significant impact and positive influence as brand ambassadors to promote products on their social media; expanding the market to teenagers, not just adults.

There are opportunities, followed by threats for Gayaku, namely, people are not interested in trying new brands that are similar to the branded clothes they usually wear; competitors who are better known to the public provide far more attractive innovative products; market distribution that is not widespread so that the product is not well known; must be selective in choosing products from the store.

### **PESTLE Analysis**

Political; The Ministry of Industry (Kemenperin) encourages stakeholders related to the fashion industry (textiles and apparel) to increase their role in national economic recovery. The fashion sector is considered to be one of the sectors that have the potential to support economic recovery.

Economic; The textile and apparel industry are one of the priority sectors in the Making Indonesia 4.0 program, which is vital to continue to develop. The export performance of the textile and apparel industry in 2020 reached US\$ 10.62 billion, with a contribution to the GDP of the non-oil and gas processing industry of 6.76%.

Social; The increasing trend of shopping for clothes through e-commerce. There is a pattern of changes in public consumption through category and product trends that have experienced positive growth during the pandemic. Technological; The presence of digital technology in the fashion industry is far more complex than just websites/e-commerce and social media.

Not only in the marketing, buying, and selling aspects but throughout the fashion industry's supply chain, including in making trend forecasting, both in terms of creativity and business. Legal; Regulation of the Minister of Industry of the Republic of Indonesia Number 41 of 2021 concerning the application of the Indonesian national qualification framework in the field of fashion technology and fashion design and Law Number 31 of 2000 concerning industrial design. Environment; The fashion industry is one of the world's biggest polluters. However, several brands recently announced that they aim to become 100 percent 'circular' by 2030.

### **Porter's Five Forces Analysis**

The danger of new competitors is great. Many players have the same size, and no company is primary. Many competitors offer multiple products, the rapid development of the fashion industry in Indonesia is attributed to the emergence of multiple modes of fashion and products, this makes the competition in this industry difficult. Because players must be willing to see and take advantage of market developments in order to avoid being overtaken by competitors. Also significant is the increasing number of stores that specialize in fashion products that are sold online, which has augmented the market in this space; Threat of substitute products or services is high. Competition in the Republic of Indonesia's fashion industry is fierce. The fashion industry in Indonesia indeed encounters obstacles like the increasing trend in the fashion industry is considered even more complex when the pandemic hit; Bargaining power of buyers is high. With many choices of similar products in Indonesia, buyers are free to make choices and cannot guarantee they will continue to be at the same choice because there is a possibility of switching; Bargaining power of suppliers is low. The bargaining power of suppliers Gayaku has is low because Gayaku has more than one supplier. Gayaku can be more selective in choosing the products needed with these many suppliers. In addition, with many suppliers, suppliers cannot monopolize the price of a product. The existence of suppliers owned by Gayaku makes the competition between suppliers even tighter, thus benefiting Gayaku, such as discounts from suppliers if they make products in large quantities in dozens; Rivalry among existing competitors is high. Job prospects in the fashion world are wide open. Opportunities as an entrepreneur by developing your fashion brand or working with large companies with well-known brands worldwide are also an option.

### **3. RESEARCH METHOD**

The methodology of this study is qualitative research, which attempts to explain a phenomenon in detail and is conducted by collecting data to a greater degree than necessary. Qualitative methods focus on the observation of phenomena and the investigation of the actual substance of their meaning. The methods are employed because of a paradigm that represents a perspective on the world. There are three reasons for qualitative methods, the first is the researcher's perspective of the phenomena in the world, the second is the nature of the research question, and the third is the practical reasons associated with the nature of qualitative methods. Conversely, the decision to employ qualitative methods in regards to research goals is to understand how a community responds to certain issues. In this instance, qualitative researchers who use methods that are qualitative must ensure the quality of the research process, as the researcher will interpret the data he has collected.

#### **4. PRODUCT MECHANISM**

The raw materials used are used clothes collected from collectors and houses in the surrounding areas that have used clothes suitable for use. The supporting materials are pattern paper, sewing chalk, thread, and knick-knacks to complement clothing and household linen. The equipment used to support the production process consists of sewing machines, overlocking and sewing machines, scissors, needles, pendedel, metlin, pattern rulers, and sewing shoes. The production aspect of Gayaku consists of several parts, starting from the preparation and production process. First, starting with the search for production, raw materials will be taken from used clothes collectors and households that have used clothes suitable for use.

In the production stage, several stages must be carried out: (1) processing of raw materials, where the processing starts from the grouping of raw materials depending on the quantity and quality. At this stage we also use health protocols consisting of gloves, face shields and masks and according to work safety protocols; (2) the sterilization process After sorting the materials that need to be carried out, the next stage is washing or sterilizing used clothes by soaking used clothes in hot water, using an antiseptic liquid, washing used clothes by hand, soaking them with detergent, deodorizer and fabric softener, drying them in the sun direct sunlight, ironing used clothes at high temperatures through the sterilization process, used clothes are guaranteed to be of clean quality; (3) drying After the sterilization stage, the clothes will be dried and ready to enter the next stage; (4) design planning will make a design for production where this design will adapt to the raw materials obtained so that later each product produced is limited; (5) after that it will enter the stage of making patterns and cutting materials according to the designs that have been made; (6) the material that has been cut is sewn following the seam line, then after that the clothes are worn so that they are neat and given additional accessories; (7) checking product quality even though the raw materials used are used materials, the quality and quality of the products that Gayaku will produce will be guaranteed; (8) the final documentation is the product documentation stage and it is ready to be marketed.

#### **5. STRATEGY**

##### **Key Opinion Leader Endorsement**

Key Opinion Marketing Leaders are people who voice an issue (Gitandjali, 2021). KOL also has the ability to influence a person (Populix, 2022). KOL can help introduce a company's product or service so that more new consumers know about it. This awareness will ultimately build consumer trust and drive more sales (Feradhita., 2021). With the KOL, Bajoe will be able to convey messages that the right target market can be reached.

##### **Digital Campaign**

In Indonesia, data on social media users in the Hootsuite and We Are Social research released in January 2020 recorded 160 million users, with a proportion of 59%. This figure increased by 8.1% compared to the previous year (Romadhon, 2021), thus opening up opportunities for Bajoe to grow brand awareness among consumers.

## Bajoe E-Commerce

Recently, Indonesia has been one of the countries with the highest e-commerce growth in the world. This e-commerce growth is due to the increasing number of business actors who have developed their businesses in a digital direction in recent years (Jaya, Amnah, Khaidarmansyah, 2022). E-commerce can support the improvement or growth of a country's economy (Atmaja&Verawati, 2021).

## Special Event

Many companies hold special events to increase public awareness of the company. Special events are created to describe certain rituals, presentations, performances, or celebrations that are consciously planned and created to interpret special moments and to achieve cultural, social, and corporate goals.

## 6. FINANCE

**Table 1.** Budgeting of Gayaku

<b>Capital</b>	
Sewing machine	Rp 5.000.000
Serger	Rp 8.500.000
Overdecked machine	Rp 20.000.000
Chain machine	Rp 7.500.000
Cutting Machine	Rp 1.200.000
Screen printing machine	Rp 25.000.000
Steam engine	Rp 1.000.000
Cutting table	Rp 500.000
Stam iron	Rp 1.780.000
Sewing equipment	Rp 1.250.000
<b>Total</b>	<b>Rp 71 730.000</b>
<b>Operational Cost per Month</b>	
Salary (20 employes)	Rp 50.000.000
Raw material	Rp 30.000.000
Miscellaneous expense	Rp 1.500.000
Promotion expense	Rp 2.050.000
Other expense	Rp 1.000.000
<b>Total</b>	<b>Rp 84.550.000</b>
<b>Break Even Point (BEP)</b>	
Turnover 1 day	Rp 10.000.000
Turnover 1 month	Rp 300.000.000
Net income	Rp 215.450.000
<b>Break even point (BEP)</b>	<b>0,4</b>
* The figures above are assumptions	

**Table 2.** Net Present Value (NPV)

Annual discount rate	7%
Initial Investment	Rp 250.000.000



First year returns	Rp 100.000.000
Second year returns	Rp 175.000.000
Third year returns	Rp 200.000.000
<b>NPV</b>	<b>Rp 159.569.296,75</b>
Based on NPV calculations, the investment is worth doing because it is positive.	

**Table 3.** Payback Period (PP)

Annual Discount Rate	7%	
Initial Investment	Rp 250.000.000	
Year	Cash Flow	Cummulative Cash Flow
1	Rp 100.000.000	Rp 100.000.000
2	Rp 175.000.000	Rp 275.000.000
3	Rp 200.000.000	Rp 475.000.000

**Table 4.** Return on Investment (ROI)

Total Sales	Rp 2.880.000.000
Investment	Rp 250.000.000

$$ROI = \frac{\text{Total Sales} - \text{Investment}}{\text{Investment}} \times 100\% = 15,2\%$$

Investment is accepted because it is more than 0.

Gayaku's requirements for equipment necessitate initial capital that can be expended on the business. The machinery necessary is a sewing machine, overlock machine, overdeck machine, chain machine, cutting machine, screen printing machine, steam machine, cutting machine, and sewing equipment. The total cost of the initial capital is IDR 71,730,000. Also, Gayaku has a monthly operating cost of IDR 84,550,000, which is spent on the salaries of its employees, water, electricity, supplies, promotions, and other expenses. For revenue, Gayaku earns IDR 10,000,000/day, IDR 300,000,000/month, and a net income of IDR 215,450,000/month. These expenses are necessary to break even for Gayaku, the point at which it is profitable is 0.4.

## 7. IMPLEMENTATION

### Strategy Risk

**Table 5.** Strategy Risk

Strategy	Risk	Action Plan
<b>Integrated Marketing Campaign #FutureGayaku</b>	Risk of lack of community participation in participating in the campaign.	Publish online campaigns and sponsor ads.
<b>Gayaku Pop Up Store</b>	Risk of lack of participants who come to exhibition events.	Doing publications through integrated marketing campaigns.
<b>E-Commerce Partnership</b>	Risk of identity theft or products and services that can be misused.	Using a website security system and working with experts.
<b>Gayaku Official Website</b>	Risk of website errors occurring.	Work closely with management experts to avoid any eventuality.
<b>Gayaku Customer Helper</b>	Risk of managing the WhatsApp application is quite tricky.	Conduct training and training to CS in application management.

### Business Risk

**Table 6.** Business Risk

No.	Risk	Solution
1	Increased raw material prices.	Looking for alternative raw materials and suppliers who can provide more affordable prices.
2	Technological developments and trend changes are very fast.	Assembling a particular team so that they can focus more on following technological developments and changing trends.
3	Declining purchasing power of the people.	Producing products at lower prices with quality maintained.
4	The resulting product is defective.	Defective products are resold at a lower price.
5	The production machine is broken.	Perform routine maintenance on production machines.

## 8. CONCLUSION AND SUGGESTIONS

Gayaku is a fashion product with a design that has the theme of Indonesian culture using quality textile materials and screen printing that does not wear out quickly, so it can be used for a long time. Gayaku is looking for suppliers of raw materials to run the business. We conduct a SWOT analysis to identify strengths, weaknesses, opportunities, and challenges. In addition, market potential analysis is also carried out to determine the intended target market.

The marketing strategies are customer relationships, social media platform activation, key opinion leader endorsements, digital campaigns, bajoe E-commerce, and special events.

Based on the explanation above, it can be formulated suggestions (1) It is hoped that the community will support the running of the fashion industry during this pandemic by using local products to support national economic recovery by continuing to prioritize health protocols; (2) Cooperation and full support from the government and the private sector are needed to provide opportunities and hope for fashion industry, which is part of the backbone of Indonesia's creative economy.

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