

Design And Implementation Of Woori.Id Fashion Business In Yogyakarta

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Abstract

This research aims to identify and resolve the challenges faced by the textile company, Woori.id. The focus of this research is to review further aspects of the marketing strategy implemented to improve brand image and trust which can influence purchasing decisions. Through the analysis carried out, there are a number of steps that need to be evaluated and improved by the company. The company identified steps to strengthen branding, including ease of transactions for consumers, employee training, promotion via social media, and attractive product packaging. Woori.id is also exploring marketing strategies through influencers and social media to reach the millennial generation. High quality products are sold at affordable prices to build a strong brand image. Apart from that, Woori.id exclusives its products with limited designs and focuses on quality, unique designs, customer experience and strategic business locations in Yogyakarta.

Keywords: Marketing Strategy, Brand Image, Brand Trust, Purchasing Decisions

INTRODUCTION

Fashion is a style of clothing that reflects a person's identity and lifestyle, as well as being a means for nonverbal expression and communication. Apart from functioning as a body covering, fashion also describes a person's character, personality and social status. However, ever-changing fashion trends create a contradiction with a minimalist lifestyle that prioritizes meaningfulness and quality of life. Minimalist living emphasizes an abundance of essential items and has a positive impact on energy and time efficiency.

In the ever-changing fashion world, the minimalist trend with the principle "less is perfect" is increasingly in demand, where the use of essential items is the main focus. However, the tendency to follow trends and the pressure of "Fear of Missing Out" (FOMO)

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can encourage impulsive consumption and fuel the fast fashion industry. Fast fashion, which is mass-produced at affordable prices, produces a negative impact on the environment due to large consumption of raw materials and waste. Popular culture also influences fashion trends, but excessive adoption can lead to addiction and increased uncontrolled spending. Therefore, it is important to be selective in purchasing fashion products and reduce their negative impact on the environment.

Minimalist fashion is a simple but durable style of clothing, which emphasizes comfortable and elegant simplicity. Even though it is simple, this does not rule out the possibility of still expressing personal style and characteristics. It is important to choose clothes that are versatile and colorful, so that one fashion item can be used for many occasions. By embracing a minimalist style, we indirectly support the slow fashion trend which is more sustainable than fast fashion. It is better to use fashion products that are high quality and long-lasting rather than impulsively buying low quality ones that have the potential to harm your health.

Indonesia has the largest Muslim population in the world, with around 207 million Muslims. Muslim fashion consumption in Indonesia is among the highest in the world, placing it as the country with the third largest Muslim fashion consumption figure according to The Global Islamic Economy Indicator (GIEI) 2021. Muslim fashion is an important part of identity for the Indonesian Muslim community, with clothing that is sharia-compliant. However, the rapid change in trends in Muslim women's fashion has led to the accumulation of textile waste which is detrimental to the environment. Because of this, there is a strong demand for timeless Muslim fashion styles, which consider sustainability and quality. In response to this, the Muslimah fashion brand "Woori.id" was created which offers products with designs that are timeless but still fashionable and elegant, with attention to the selection of high quality materials for customer satisfaction.

Research Purpose

The following are some of the objectives of this research:

1. The aim of this fashion business is to provide solutions to the problems of some people who adopt a minimalist lifestyle. Woori will create timeless fashion, namely fashion that is not consumed by time.
2. The clothing design that we will make is a Muslim dress with a simple and elegant model that suits most people's tastes.
3. The choice of fabric is also not arbitrary, we choose to use high quality fabric which aims to reduce dangerous fast fashion.

THEORETICAL REVIEW

Brand Image

Brand image reflects buyers' perceptions or expectations of a company without any objective evidence. Buyers' views on quality influence purchasing decisions and brand loyalty. According to Kotler and Armstrong (2014: 233), brand image is a set of beliefs about a brand. The brand image that has been formed has benefits for companies and consumers. For companies, they can take advantage of the positive image to develop other product lines. Meanwhile, for consumers, a positive image of a brand can increase the possibility of continuous repeat purchases.

To build a strong Brand Image, companies need to pay attention to several things. First, they must have the right positioning, by placing their brand specifically in the minds of customers. Second, the company must have appropriate brand values, which will shape the brand personality and support the brand positioning. Lastly, developing the right concept is also important, because a good concept can communicate all the right brand value and positioning elements to consumers, so that the Brand Image can continue to be improved.

Brand Trust

Trust in a brand has a big impact on the continuity of the brand. If consumers lose trust in a brand, products with that brand will have difficulty developing in the market. On the other hand, if a brand gains consumer trust, products with that brand can continue to develop (Masruroh et al, 2022). states that "Brand trust means that consumers believe that a specific brand will provide consumers with reliable products, including complete functions, guaranteed quality, and good after-sales service." Brand trust plays an important role in influencing consumer behavior. Consumers who have trust in a brand are more likely to choose products from that brand over other brands that are less well known or less trusted. This gives brands a competitive advantage, helps maintain and expand market share, and builds long-term relationships with customers.

Brand trust is an important foundation in the relationship between consumers and brands or companies. It reflects the confidence and loyalty built by consumers in a brand's ability to consistently meet expectations and deliver promised value. Brand trust can develop into brand loyalty when consumers are confident in the product. This makes consumers feel comfortable recommending the product to others. However, loss of trust can damage a brand's image and result in decreased sales and ongoing reputational loss.

Therefore, maintaining and strengthening brand trust must be the main focus for every brand that wants to build lasting relationships with consumers.

Purchase Decision

From the data analyzed, it was found that brand image has a positive and significant impact on brand trust. This means that when consumers have a positive view of a brand, they tend to have more trust in that brand, especially in the context of online sales. This finding is in line with previous research by Susilawati and Wufron (2017) and Trifena (2018), which also confirmed that brand image has a significant influence on brand trust. In addition, the research results show that brand trust has a significant influence on purchasing decisions. This means, the higher the level of consumer trust in a brand, the more likely they will decide to buy that product online.

Business Plan



Figure 1. Business Logo

This business is a timeless fashion business called Woori.id which will be located in the Special Region of Yogyakarta. The market prospects we are targeting in this business are adult women and teenagers. Woori will create a timeless fashion model, namely fashion that is not consumed by time or fashion that will always look fashionable to wear. This timeless trend can be seen in its natural, unobtrusive colors and classic models. Woori chooses natural colors such as black, cream and brown. Apart from that, the model we will make is a Muslim dress with a graceful and elegant model that suits the tastes of most people today. The choice of fabric is also not arbitrary, for plain dresses we choose premium fabric made from Morena, namely luxurious plain silk fabric which has soft, elegant and shiny fibers. For the patterned dress model, we chose Armani silk fabric, which is a soft, smooth fabric, made from falling, and cool when worn with a simple and elegant motif. For size choices, we will provide All sizes, which means there is only one size designed to be used for all sizes.

The name woori itself in Korean means "we" which means this product was created to realize our common goal, namely to get the best fashion fashion. Woori will always involve customers in making every decision by holding voting on social media for every decision that will be taken. This aims to make Woori know the needs, desires and tastes of customers, apart from that, it will also make Woori closer to customers and customers feel more appreciated because they are involved and have their opinions heard. We will accept various criticisms and suggestions from Woori customers as input to create even better products.

Woori products will be marketed online via social media such as Instagram and WhatsApp and also on e-commerce such as Shopee and TiktokShop. We prefer to market products online because online businesses can be started with small capital, are more practical and flexible, and have a much wider target market.

The business aspects of the canvas model for Woori.id can be summarized as follows:

1. Key Partners:
 - Raw material supplier (local fabric shop)
 - Packaging supplier (e-commerce)
2. Key Activities:
 - Selection of high quality raw materials
 - Dress production with convection services
 - Packaging and product photos
 - Sales via online
3. Key Resources:
 - Owner's capital
 - Employees for production and customer service
 - Transportation and technology
 - Ideas for designing dresses
4. Value Propositions:
 - Premium quality at an affordable price
 - Practical and flexible in online purchases
 - Simple and attractive design
5. Customer Relationships:
 - Provide attractive promos and prizes for every purchase
 - Satisfactory service and responsive to customer input
6. Channels:
 - Social media (WhatsApp, Instagram, TikTok) as a sales and interaction platform with customers

7. Customer Segments:

- People with a minimalist lifestyle who are looking for timeless and high quality clothing

8. Cost Structure:

- Raw materials, production, employee salaries, transportation and other operational costs

9. Revenue Streams:

- Selling Woori.id dress products online.

RESULT**Production Process Review**

Our production process focuses on using high quality fabric raw materials at affordable prices to support the concept of timeless fashion and reduce the use of fast fashion. We start by designing product designs that include timeless model references, then choose premium fabrics at the best prices. We bought the fabric at Surakarta BTC, with Armani silk motifs for IDR 35,000.00/meter and plain Morena IDR 32,500.00/meter. After the design and fabric are prepared, production is carried out by the cheapest convection tailor on Jalan Kaliurang at a cost of IDR 35,000.00 per dress. After the dress was finished, we did a photo session using the services of a catalog photo agency. For labels and packaging, we use double-sided matte laminated hangtags with a thickness of 700gsm for IDR 750.00/pcs, cream leather hangtag straps for IDR 200.00/pcs, and cream spundbond with the Woori logo for IDR 2,399.00/pcs.

The problem in the production aspect that we face is the lack of choice of complete fabric suppliers in Jogja who provide various fabric choices at cheaper prices. On average, fabric shops in Jogja only provide a few types of fabric at prices that are quite expensive. This is very contrary to Woori's principles of wanting to provide the best quality at a low price. Apart from that, the product we want to create is a timeless product that is unique and has never been on the market, therefore we need more fabric choices at low prices and high quality.

Marketing Aspects Review

We use social media as a promotional tool and collaborate with influencers to expand market reach and increase brand awareness. Apart from that, we also take advantage of promotions from our friends' social media accounts to promote our products so that they can be known more widely by many people.

The "Woori" product pricing method that we will use is the Mark Up pricing method. In this method, the price increase or total rupiah is added to the cost of a product to produce a selling product. The Mark Up pricing method is to look at competitors, determine sales targets, calculate operational costs, and determine development targets. We set a margin with the desired profit percentage based on the total amount of costs incurred to manufacture Woori products. The "Woori" product is a new product on the market, therefore we have set an effective pricing strategy in this introductory stage, namely Penetration pricing, where we provide low prices to create market share and demand.

The problem in the marketing aspect that we face is that we have not found the right marketing strategy to build woori product branding, which results in less than optimal sales results. We still have great difficulty in building product branding to make it top of mind for our consumers, and we are aware that building positive product branding is not easy and takes a long time. In the marketing aspect, there will always be problems in each period, therefore the most efficient marketing strategy is needed that can adapt to developments in market conditions.

Organizational Aspects Review

The problem in the human resources aspect that we face is the lack of human resources or employees in this business because from the beginning this business was founded, this business was only managed by two people, namely the owner and someone closest to the owner. Because recruiting employees requires careful consideration and costs, considering that this is a small business that is just starting out, we really avoid big risks. We are very overwhelmed in managing this business ourselves, we need employees to manage production, marketing and operations in this business but to reduce the capital costs of this small business we have decided not to add employees until an undetermined time.

Woori will have a simple organizational structure with one manager, one production staff and one customer service staff. We will recruit workers who are honest, skilled and experienced in carrying out their responsibilities. Apart from that, we will also provide good training and career development to improve staff performance. However, at the beginning the author still handled all aspects of production and marketing independently so the company still lacked a good management structure. Currently we only collaborate with the manufacturing department, namely convection tailors, to run this business.

Financial Aspects Review

The source of funds or capital that we use to build the woori.id business is personal funds. The problem in the financial aspect that we face is limited capital because the initial capital to build this business is the owner's personal capital, so this prevents the production of products in large quantities. This is very influential in determining the selling price, because the more products produced the cheaper the production costs and vice versa, if we produce fewer products, the production costs we get will be more expensive. Due to limited capital, we can only produce a few products, this really hinders this business from innovating and providing cheaper prices. Apart from that, limited capital also prevents us from developing this business optimally because we have to take into account capital for each production and marketing.

Sumber Dana	Jumlah	Penggunaan Dana	Jumlah
Modal Sendiri	Rp 10.000.000,00	Investasi:	
		Handphone	
		Motor	Rp 0,00
		Jumlah	Rp 0,00
		Biaya Modal Kerja:	
		Gaji Staff Produksi	Rp 150.000,00
		Gaji Staff Pelayanan	Rp 150.000,00
		Bahan Baku	Rp 3.937.500,00
		Furing	Rp 492.000,00
		Packaging	Rp 128.970,00
		Jasa Jahit	Rp 1.050.000,00
		Transportasi	Rp 30.000,00
		Jumlah	Rp 5.938.470,00
		Kas	Rp 4.061.530,00
Jumlah	Rp 10.000.000,00	Jumlah	Rp 10.000.000,00

Figure 2. Realization Report on Use of Fund Sources

Per 15 pcs

Elemen Biaya	Produk A	Produk B
Bahan baku kain	2.025.000	1.912.500
Furing	0	492.000
Packaging	64.485	64.485
Jasa Jahit	525.000	525.000
Biaya Gaji Langsung	150.000	150.000
Beban Operasional	15.000	15.000
Biaya Produksi	2.779.485	3.158.985

Per 1 pcs

Biaya Produksi	185.299	210.599
Harga Jual	266.000	266.000
Profit Margin	80.701	55.401
Presentase Profit	30%	21%

Figure 3. Sales Price Calculation Realization Report

Rincian	Tahun					
	Bulan ke 0	Bulan ke 1-6	Bulan ke 7-12	Jumlah	2	3
Pemasukan (Cash Flow)						
Modal Awal	10.000.000	0	0	0	0	0
Penjualan	0	47.880.000	52.668.000	100.548.000	207.480.000	311.220.000
Jumlah	10.000.000	47.880.000	52.668.000	100.548.000	207.480.000	311.220.000
Pengeluaran (Cash Out Flow)						
Gaji karyawan	1.000.000	6.000.000	6.000.000	12.000.000	15.600.000	23.400.000
Bahan baku	3.937.500	23.625.000	23.625.000	47.250.000	61.425.000	92.137.500
Furing	492.000	2.952.000	2.952.000	5.904.000	7.675.200	11.512.800
Packaging	128.970	773.820	773.820	1.547.640	2.011.932	3.017.898
Jasa jahit	1.050.000	6.300.000	6.300.000	12.600.000	16.380.000	24.570.000
Transportasi	200.000	1.200.000	1.200.000	2.400.000	3.120.000	4.680.000
Jumlah	6.808.470	40.850.820	40.850.820	81.701.640	106.212.132	159.318.198
Saldo kas awal	10.000.000	10.220.710	90.867.210	3.191.530	22.037.890	46.538.158
Surplus/Defisit	Defisit 6.808.470	7.029.180	11.817.180	18.846.360	24.500.268	36.750.402
Saldo kas akhir	3.191.530	17.249.890	102.684.390	22.037.890	46.538.158	83.288.560

Figure 4. Cash Flow Realization Report (Cashflow)

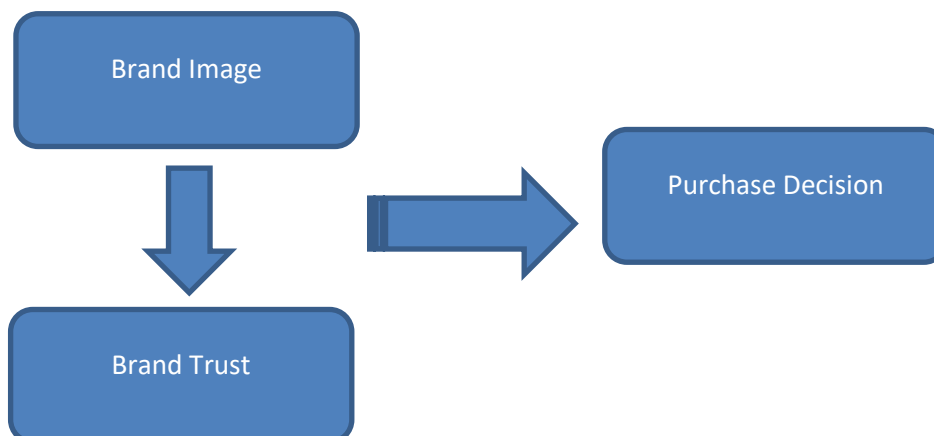


Figure 5. Conceptual Framework

DISCUSSION

Woori.id plans to improve its product branding with systematic steps. We will strengthen our brand image by providing an easy, comfortable and safe transaction experience for customers. This includes various payment options, as well as regular training for our employees. The training includes improving skills, knowledge and language abilities, creativity, technology, team collaboration, and soft skills in communicating well. The goal is for our employees to market our products effectively to customers.

Woori.id will develop an effective marketing strategy to introduce its products to consumers well. We will create a positive impression on consumers by displaying a unique and attractive brand logo, as well as using elegant product packaging to increase attractiveness. Apart from that, we will actively utilize social media, especially TikTok and Instagram, as a means of promotion. We will create unique and memorable content, and regularly broadcast live to interact directly with consumers. This aims to increase consumer awareness and interest in our products. We will also work with influencers to expand our promotional reach, because the millennial generation, especially generations Y and Z, are dominant in the Instagram market. They tend to use social media as a source of information and basis for decision making. We will adopt the AISAS (Attention, Interest, Search, Action, Share) marketing communications model to guide consumers in their purchasing process, from attracting attention to sharing experiences after purchase. This is expected to strengthen the Woori.id brand image and make it better known among consumers.

Woori.id believes that the main foundation in building a brand image is the product itself. Therefore, we are committed to providing timeless Muslim fashion products with classic and elegant designs, and using high quality materials that are safe and comfortable to use for a long time. We prioritize the needs and satisfaction of our customers, by providing products that are not only high quality, but also environmentally friendly and safe for health. The price of Woori dress products, which ranges from 300k to 600k, remains affordable, but provides more value in terms of quality, design, durability and safety. We believe that our products provide much better value compared to cheaper comparable products, making them an invaluable choice for discerning, quality-conscious consumers.

Woori.id maintains the exclusivity of its products by only releasing product designs once every season, with limited availability. This creates high demand, strengthens the brand image, and makes it survive in a competitive market. We create exclusive products with a focus on super quality, quality materials, meticulous production processes and attention to small details. The unique and innovative design not only impacts the aesthetics, but also the functionality of the product, giving it an exclusive product identity. Limited availability creates high demand, while exceptional customer service and a unique shopping experience increase the exclusivity value. The price of the product reflects its perceived value, according to its quality, design, limited availability and user experience.

Before opening a business, it is important to choose a strategic location that can influence marketing success. The right location can increase sales potential, while a less strategic location can hinder business growth. Several factors that need to be considered in choosing a business location include visibility, accessibility, proximity to consumers, rental

costs, permits, and the surrounding environment. Yogyakarta, especially on Jalan Simanjuntak, Terban, Gondokusuman District, Yogyakarta City, DIY, was chosen as the location for Woori because of its strategic position in the center of the city and close to a number of competitors in the Muslim fashion sector. It is believed that the existence of these competitors will attract potential consumers to visit, considering the high interest in Muslim fashion products in the area.

CONCLUSION

The conclusions of this research are as follows:

1. Evaluation and improvement in production/operational aspects: Need to look for more choices of complete fabric suppliers in Jogja to get the best quality at a more affordable price.
2. Evaluation and improvement in marketing aspects: Appropriate marketing strategies are needed to build product branding, including facilitating consumers to make transactions easily, providing various payment methods, and improving the quality of customer service.
3. Evaluation and improvement in organizational aspects: Need to pay attention to human resource development by training and developing the skills of existing employees, as well as considering recruiting additional employees according to business needs.
4. Evaluation and improvement in financial aspects: It is important to manage capital wisely, take into account production and business development costs, and consider strategies to increase income in order to produce more products at more affordable prices.
5. Strong product branding and consumer trust in the brand are important factors in consumer purchasing decisions: Focusing on high quality products, attractive packaging, effective promotion through social media, and providing a good shopping experience to consumers will help build a strong brand image for Woori.id.

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