

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1. Background**

The development of clothing product following time causes an increase in the supply and the number of variations of clothing products. The development of clothing products causes an expansion on the function of the clothes themselves. Currently, clothing is not only used as a medium for body protection. It can also be used as an art canvas, a medium for communication, self-expression, hobby, and a source of income.

Clothing has always been one of the most important assessment points in a person, how someone dresses up is one way to assess a person's personality and taste. Therefore, in an era where clothing has begun to change as it is today, clothing product providers are required to follow these developments to survive in the fashion industry.

Clothing is starting to become more of a hobby and a way to show identity, therefore making a clothing product is expected to meet its consumers' social, emotional, aesthetic, and artistic needs. The large variety of demands regarding clothing products creates considerable opportunities for local micro, small, and medium enterprises to participate and expand their market exposure. However, competition between MSMEs is getting tougher because of the increased demand in the fashion sector.

This research is focused on a local brand called BENK, which has engaged in the fashion industry, specifically t-shirts, since January 2020. It has idealism in brand and design concepts by only using the Dayak tribe culture to characterise its brand and that idealism helps their product segmented. Until now, BENK has been operating for approximately one year and a half, where BENK temporarily stopped their operations in early 2021. The “hiatus” decision was due to burdensome circumstances for BENK in terms of the Covid-19 pandemic and the rotation of clothing trends. That condition makes BENK, as a segmented design concept and theme brand, unable to compete in the current market.

So far, BENK has been on hiatus for approximately six months. Based on the results of direct observations and discussions with the owner of BENK, the cause of the local clothing brand BENK being unable to adapt to the new market and

expand its market is because they leave the market for a long time and the products designed are too segmented, aiming only at people who know and are interested in the Dayak tribe and use outdated attributes. It shows that the design, management, and planning results have not been well-organised.

BENK is consistent with the attributes that they have been using since the beginning of their operations until now, ignoring the rapid development and variation of the clothing trend cycle where the ongoing trend is generally followed by market's demand. In this case, it will be necessary to analyse consumer's behaviors in the market today and what the ongoing trend is.

Nowadays, the struggle of every teenager who is enthusiastic about pursuing the world of fashion on social media is very high through a trend from the beginning of COVID-19 in the middle of 2020 which continues until 2021, which is commonly called OOTD or Outfit of The Day. With this trend, followed by clothing trends in demand, the consumption and turnover of fashion items by consumers are very high.

With the ongoing development of clothing trends, BENK's team wants to find out what attributes influence consumers' interest in buying t-shirt products. They want to change their segmented design to be more general in a way that does not eliminate the characteristics of the initial design. BENK will also redefine the target market that will aim at selling its newly designed products and form new products that are suitable to join the current trend. In designing the new products, BENK needs to evaluate and reevaluate all aspects that affect the success of the product design itself.

The research on BENK and clothing trends is expected to find the ideal product attribute composition to be marketed at recent time. With a systematic design to find out consumer's desires for a t-shirt product, new and trendy t-shirt products are designed to increase sales and expand the market.

With changes in trends and shifts in enthusiasts and many competitors in the same industry, this problem has become a severe threat to BENK. Problems that occur regarding the arrangement of attributes and changes in the concept of Uni products will gradually impact the attractiveness of the product, which will directly affect the selling power and revenue of the company. If BENK cannot adapt its products to market trends and demands, it will experience a drastic decline in its product sales.

Considering that BENK is not a large company, this adjustment is needed so that BENK can continue its business in the fashion sector.

### **1.2. Problem Formulation**

Based on the background, the problem formulation was based on BENK's brand that has an outdated t-shirt attribute and a segmented product to help them identify the arrangement of attributes for T-shirt products following the ongoing trend and under the wishes and needs of potential consumers. Due to the impact of the pandemic and BENK's decision to go on hiatus for six months, there has been a rotation of trends and changes in tastes and styles of dressing in Indonesian society. BENK needs an improvement due to the quality of its product and replaces the elements they use as attributes of the composition of their t-shirt products following the ongoing trend.

### **1.3. Research Objectives**

The objective of the research was to be able to:

- a. Identifying the trend happens on t-shirt product when the research was compiled.
- b. Identifying the new attributes arrangement that matches the current trend based on the wishes and needs of consumers.
- c. Identifying the characteristics of the attributes obtained.
- d. Identifying the specifications and description of each attributes obtained.
- e. Obtaining the rank of customers references and the technical priority.
- f. Translated the new arrangement into a prototype form.
- g. Identifying the consumer's assessment of the new attribute arrangement that has been designed compared to the score of the previous product and the achievement of the final product score related to the goals scored

### **1.4. Limitations**

Limits set to reach the objectives of the research are as follow:

- a. data collection was carried out from July 2021 to October 2021
- b. the operation scope of the research was focused only on t-shirt products
- c. the data was collected online

- d. the target market was based on online fashion users related to the trends that have been observed, considering that BENK has not yet opened any branches or offline stores.
- e. the vendor selection would be carried out by the BENK's team directly, using their previous vendor.

