

**BLUE OCEAN STRATEGY FOR REWORKED JACKET
PRODUCT MARKETING TO CREATE NEW MARKET SPACE**

A THESIS

**Submitted in Partial Fulfillment of the Requirement for the Degree of
Bachelor of Engineering in Industrial Engineering**



Norbertus Budhya Kumara

19 14 10317

**INTERNATIONAL INDUSTRIAL ENGINEERING PROGRAM
DEPARTMENT OF INDUSTRIAL ENGINEERING
FACULTY OF INDUSTRIAL ENGINEERING
UNIVERSITAS ATMA JAYA YOGYAKARTA
YOGYAKARTA**

2024

IDENTIFICATION PAGE

Final Project Titled
BLUE OCEAN STRATEGY FOR REWORKED JACKET PRODUCT MARKETING
TO CREATE NEW MARKET SPACE

authored by
Norbertus Budhya Kumara
191410317

With the deliberation of the final project committee, it has been declared to meet the qualification standard on July 29th, 2024

	Status
Final Project Supervisor 1: Ir. Hadisantono, ST., MT., Ph.D.	Agreed
Final Project Supervisor 2: L. Bening Parwita Sukci, S.Pd., M.Hum.	Agreed

Committee Members

Examiner Committee 1: Ir. Hadisantono, ST., MT., Ph.D.	
Examiner Committee 2 : Dr. Ir. Yosephine Suharyanti, S.T., M.T.	Agreed
Examiner Committee 3 : Ir. Adhi Anindyajati, S.T., M. Biotech, Ph.D.	Agreed

Yogyakarta, July 29th, 2024
Universitas Atma Jaya Yogyakarta
Industrial Technology
Dean

signed.

Dr. Ir. Parama Kartika Dewa S.P., S.T., M.T., IPU, ASEAN Eng.

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DECLARATION OF ORIGINALITY

The undersigned:

Name: Norbertus Budhya Kumara

NPM: 191410317

I hereby declare that this final project titled "Blue Ocean Strategy for Reworked Jacket Product Marketing to Create New Market Space" is the result of my own work. This project has not been submitted, either in whole or in part, for any other degree or qualification at any other institution. All sources of information and references used in this project have been properly acknowledged.

I confirm that this work adheres to the academic standards and policies of the University of Atma Jaya Yogyakarta. If any discrepancies arise in the future regarding this statement, I consent to undergoing prosecution and processing in accordance with the applicable regulations of Universitas Atma Jaya Yogyakarta.

Yogyakarta, 28 July 2024



Norbertus Budhya Kumara

DEDICATION PAGE

My Parents,

For their unwavering love, support, and encouragement throughout my academic journey.

My Supervisor, Mr. Hadi and Ma'am Bening,

For their invaluable guidance, wisdom, and patience in helping me finish this project.

My Dearest Partner, Valentine Twinny Lumen Foresta,

For your endless support, understanding, and care that kept me motivated.

My Friends,

For their companionship, encouragement, and the unforgettable memories shared during this journey.

ACKNOWLEDGMENT

First and foremost, Author expresses heartfelt gratitude to God Almighty for His blessings and guidance, enabling Author to complete this final project on time. This project is conducted as a crucial requirement to obtain a bachelor's degree in Industrial Engineering from Universitas Atma Jaya Yogyakarta.

Author extends sincere appreciation to:

1. Mr. Christoforus Ardika, the owner of Thriftshop X, for kindly granting permission for the research in his business.
2. Dr. Ir. Parama Kartika Dewa SP., S.T., M.T. IPU, the Dean of Faculty of Industrial Technology Atma Jaya University, Yogyakarta.
3. Dr. Ir. Ign. Luddy Indra P, M.Sc. IPU, Head of the Industrial Engineering Department at Atma Jaya University, Yogyakarta.
4. Ir. Twin Yoshua R. Destyanto, S.T., M.Sc., Ph.D., IPM, Head of the Industrial Engineering Undergraduate Program at Atma Jaya University, Yogyakarta.
5. Ir. Hadisantono, S.T., M.T., Ph.D., Author's first final project supervisor, for patient guidance from the inception to the completion of this final project.
6. Dra. Lucia Bening Parwita Sukci, M.Hum., Author's second final project supervisor, for guidance and support throughout the preparation of this final project.
7. All lecturers in the Industrial Engineering Undergraduate Program at Universitas Atma Jaya Yogyakarta, for imparting valuable lessons and knowledge during Author's studies.
8. Family, friends, and all others who have provided relentless prayers and support to ensure the smooth completion of this final project.

Lastly, Author hopes that this final project will benefit readers and society. While acknowledging that the project is not perfect, Author welcomes constructive criticism and suggestions for its improvement in the future.

Yogyakarta, 28 July 2024

Norbertus Budhya Kumara

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ABSTRACT

Thriftshop X has experienced a decline in sales over the past six months due to the emergence of many competitors who offer a wider range of product variety and the recent ban on the sale of imported second-hand goods. These challenges have created a highly competitive environment, making it difficult for Thriftshop X to maintain its market position.

The solution to these issues is to create a new market space, moving away from the saturated market. To achieve this, a Blue Ocean Strategy (BOS) was employed. This approach involved four principles of BOS: reconstructing market boundaries, focusing on the big picture, reaching beyond existing demand, and getting the strategic sequence right. This strategy was implemented through a detailed market analysis, utilizing customer feedback from questionnaires, and exploring innovative product designs.

The research findings indicate that the implementation of the Blue Ocean Strategy has the potential to significantly improve Thriftshop X's sales. The results of this research include the reworked jacket innovation, customization options, and law compliance. These innovations meet the pre-defined critical success factors and align with the research objective, which is to increase sales.

Keywords: Blue Ocean Strategy, reworked jackets, customization, thrift shop, sustainable fashion.