

**FINAL PROJECT OF BUSINESS PRACTICE
“CAYNILV”**



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UNIVERSITAS ISLAM INDONESIA
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CAYNILV FINAL REPORT OF BUSINESS DESIGN

A Business Plan

Written and submitted to fulfil the final exam requirements to obtain a Bachelor's degree in the Department of Management, Faculty of Business and Economics, Islamic University of Indonesia

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2023

PLAGIARISM-FREE STATEMENT

"I hereby declare that in this final project there is no work that has ever been submitted by another person to obtain a bachelor's degree at a university, and to the best of my knowledge there is also no work or opinion that has been written or published by another person, except those in writing, referred to in this manuscript and mentioned in references. If in the future it is proven that this statement is not true, I am ready to accept any punishment/sanction in accordance with applicable regulations."

Yogyakarta, June 26 ,2023

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**APPROVAL SHEET OF BUSINESS IMPLEMENTATION FINAL
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LEGALIZATION PAGE

FINAL PROJECT OF BUSINESS PRACTICE “CAYNILV”

A BACHELOR DEGREE BUSINESS PLAN

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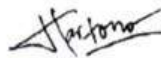
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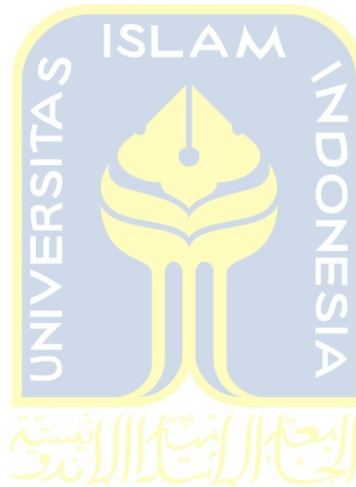
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MOTTO

“ Jangan engkau bersedih, sesungguhnya Allah bersama kita. “

(QS At-Taubah: 40)

“ Jangan pernah sekalipun kehilangan harapan karena jika kamu kehilangan harapan, maka hilanglah seluruh kekuatanmu untuk menghadapi pahitnya kehidupan”



DEDICATION PAGE

Assalamu'alaikum Warrahmatullah Wabarakatuh

Alhamdulillah Rabbil'alamin, all praise and thanks be to Allah SWT who has bestowed His mercy and grace. Blessings and greetings are always bestowed on the Prophet Muhammad SAW who has been a good role model for his people and to do good deeds so that the author can complete his final business design project with the title: "FINAL REPORT ON DESIGN AND BUSINESS IMPLEMENTATION OF CAYNILV CLOTHES FASHION BUSINESS" properly, to fulfill the graduation requirements and obtain a Bachelor of Management degree in the Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia.

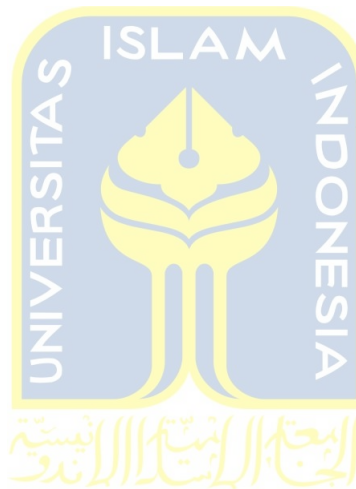
The preparation of this research can be completed smoothly because it cannot be separated from the help of various parties. On this occasion, I would like to express my deepest gratitude to various parties who have provided guidance, support, encouragement and the highest appreciation to:

1. Mr. Arif Hartono, SE, M.Ec., Ph.D. as the Advisor who guides patiently and sincerely to me so that I can complete this final project.
2. My parents and my sisters as a family who always provide positive support and prayers in completing this thesis.
3. Dhani dzikri as a business partner and enemy who has supported and as a sharing partner to complete this thesis.
4. Mrs. Kustiyah and Mr. Mukhlis as the first tailors and witnesses of Caynilv's journey
5. My UII friends that I cannot mention one by one who helped answer my questions about doing this thesis.
6. To all those who have helped in writing this thesis, I thank you very much for all the support that has been given.

to myself who have dared to step forward to have the courage to live, face all problems and try to be responsible for completing this final project.

The author realizes that this thesis is still far from being perfect due to the limited experience and knowledge possessed by the author. Therefore, the authors expect suggestions and input and even constructive criticism from various parties. Hopefully this final project can be useful for readers and all parties.

Wassalamu 'alaikum Warahmatullah Wabarakatuh



Yogyakarta, 2 March 2023

The Author

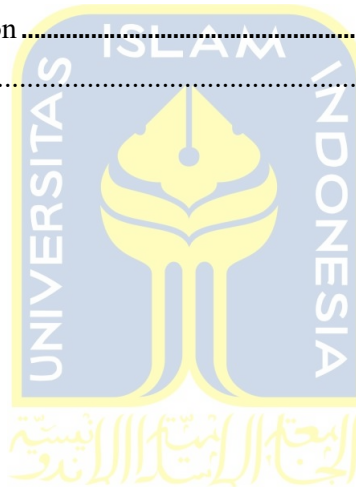
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Rihab Sabira

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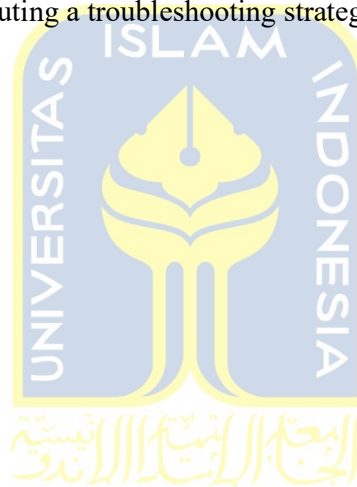
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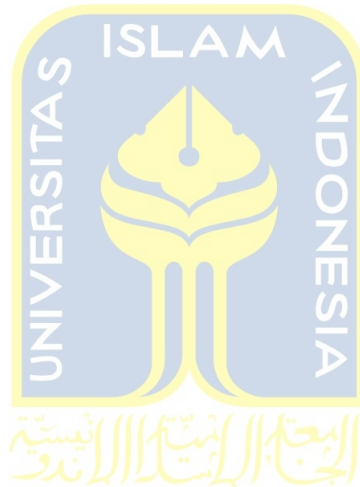
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ABSTRACT

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This paper was created with the aim of comparing the results of Caynilv's business implementation with the previously designed plans for 2022. The influence of this brand awareness can have an impact on the local industry where the product is made. Brand awareness is important for increasing sales because the more people know about a brand, the more likely they will consider and buy the products offered by that brand. Strong brand awareness can help maintain their position in a competitive market and continue to expand their customer base. Caynilv is a local brand that can meet the fashion needs of all groups at affordable prices with characteristics or uniqueness while maintaining quality. The implementation process used a qualitative approach method with the type of case study research. For this reason, the methodology used is to dissolve the results of the business plan, whether it is well realized or bring up differences during the implementation process. Furthermore, the differences found became objects that are resolved by referring to marketing management theories. Furthermore, based on the results of observations and existing opportunities, business development is changed by expanding product brand awareness with increasing brand awareness and product variety through platforms and social media. Thus, the resulting product can be more varied, and the intended target market can be wider. The results of this business implementation can be realized well by implementing the strategy properly and consistently. Although some gaps have been resolved with solutions that refer to marketing management theory. Based on the results of observations and existing opportunities, business development is be carried out by increasing product brand awareness by providing other, more varied products.

Keywords: Brand Awareness, Local, Business, and Market.

ABSTRAK

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Tulisan ini dibuat dengan tujuan untuk membandingkan hasil implementasi bisnis Caynilv dengan perencanaan yang telah dirancang sebelumnya pada tahun 2022. Pengaruh kesadaran merek ini dapat berdampak pada industri lokal dimana produk tersebut dibuat. Kesadaran merek penting untuk meningkatkan penjualan karena semakin banyak orang tahu tentang suatu merek, semakin besar kemungkinan mereka akan mempertimbangkan dan membeli produk yang ditawarkan oleh merek tersebut. Kesadaran merek yang kuat dapat membantu mempertahankan posisi mereka di pasar yang kompetitif dan terus memperluas basis pelanggan mereka. Caynilv merupakan brand lokal yang dapat memenuhi kebutuhan fashion semua kalangan dengan harga terjangkau dengan ciri khas atau keunikan serta menjaga kualitas. Proses pelaksanaannya menggunakan metode pendekatan kualitatif dengan jenis penelitian studi kasus. Untuk itu, metodologi yang digunakan adalah dengan melastrkan hasil rancangan bisnis, Apakah terealisasi dengan baik atau memunculkan perbedaan selama proses implementasi. Selanjutnya perbedaan yang ditemukan menjadi objek yang diselesaikan dengan mengacu pada teori-teori manajemen pemasaran. Selanjutnya, berdasarkan hasil pengamatan dan peluang yang ada, maka pengembangan bisnis diubah dengan memperluas kesadaran merek produk dengan meningkatkan kesadaran merek dan variasi produk melalui platform dan media sosial. Dengan demikian, produk yang dihasilkan dapat lebih bervariasi, dan target pasar yang dituju dapat lebih luas. Hasil implementasi bisnis ini dapat direalisasikan dengan baik, meskipun beberapa celah telah diselesaikan dengan solusi yang mengacu pada teori manajemen pemasaran. Berdasarkan hasil observasi dan peluang yang ada, pengembangan usaha akan dilakukan dengan meningkatkan brand awarness produk dengan menyediakan produk lain yang lebih bervariasi.

Kata kunci: Kesadaran Merek, Lokal, Bisnis, dan Pasar.

CHAPTER I

INTRODUCTION

I.1 Background

Fashion is a style of clothing that is chosen by a person or group as a self-identity by not giving up the concept of comfort for its users. Another understanding says that fashion is a form of lifestyle that can be tried, maintained, or abandoned (Piliang, 2004). Fashion is a style of clothing that is popular in a culture. The meaning of the word fashion has many points of view. According to Caryle (1842), "fashion is a symbol of the soul. Clothing can never be separated from the development of culture and history of human life. In other words, clothing is a social skin that contains messages and also life for humans. Thomas Caryle also believed that fashion can be a clue about the identity of the wearer. Meanwhile, according to Barnard (2018), having a point of view regarding fashion or another name for fashion is factio. Factio in Latin means "to do". It can be concluded that fashion has a very close relationship with one's activities.

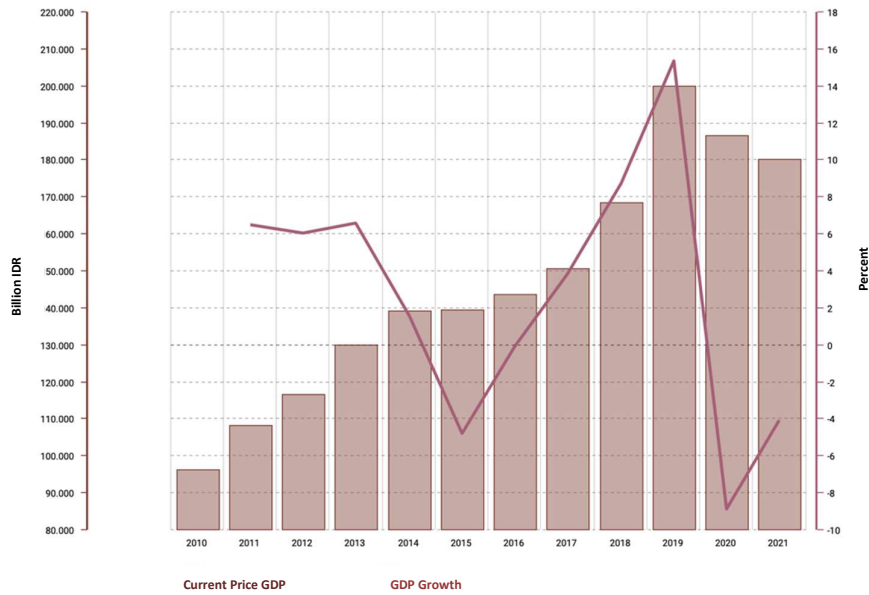
The fashion industry in Indonesia has been around for a long time and has developed quite rapidly. The development of fashion in Indonesia is influenced by domestic culture and culture from abroad. Currently, fashion has a close relationship with one's lifestyle. In addition to fashion clothing, it is also related to the style of accessories, cosmetics, hairstyles, and others that can support one's appearance. (Development of Fashion in Indonesia, www.italianfashionschool.co.id, 2022)

Clothing is one of human needs. Clothing has a function to protect the human body from the outside. Along with the development of the times, the function of clothing is increasingly diverse. Clothing is also a sign of a person's confidence to be fashionable, fashionable, or can show the social level of the wearer. Fashion is a style of clothing that is chosen by someone as an identity but is inseparable from the concept of comfort for its users (Hendraningrum & Susilo, 2008)

The main purpose of establishing this business is to express creativity, ideas, and awareness. In addition, to achieve maximum and maximum profit. It is hoped that by

establishing a business, it can indirectly help improve the welfare of the community. In order to achieve the company's goals, the company must be able to produce products that are able to compete in the market. In order to get good and quality products, there are reliable and quality human resources, and high creativity. Currently, fashion is a business that can be considered quite large and profitable for the fashion business itself. As said by Jacky Mussry, Partner / Head of the Consulting & Research Division at MarkPlus&Co in Savitrie (2008), the phenomenon of the rush of various products towards fashion appears when consumers increasingly want to be recognized as a person. Because of this, they deliberately form their own identity and then unite with groups that are aligned with it. This is a person's pride if he can enter into what is becoming a general trend, because it means he is considered fashionable, aka modern because he always follows fashion. (Capturing the Dynamics of Success in Fashion Business, www.swa.co.id, 2004).

The need for this clothing is increasing over time and with the development of "fashion". Clothing fashion has always been dominated by women, until now Indonesia is also open about fashion and accepts various brands from all over the world. People know that from year to year fashion is always evolving. Changes in fashion are influenced by many aspects. The need for this clothing is increasing over time and with the development of "fashion". Clothing fashion has always been dominated by women, until now Indonesia is also open about fashion and accepts various brands from all over the world. We know that from year to year fashion is always evolving. Changes in fashion are influenced by many aspects.



katadata.co.id

databol

Figure 1. 1 graphic data on the growth of apparel and textiles

Based on Figure 1.1, it is explained that textile and apparel exports have increased compared to last year (Databoks, 2022). It was noted that the export value of apparel and textiles grew to 17.74% in 2021 compared to the previous year which was only US\$5.85 billion. From the statement above regarding apparel and textile enthusiasts, it can be explained that even though the competition for apparel is quite fierce, it does not affect business people to be able to gain large profits if they are able to run the business properly.

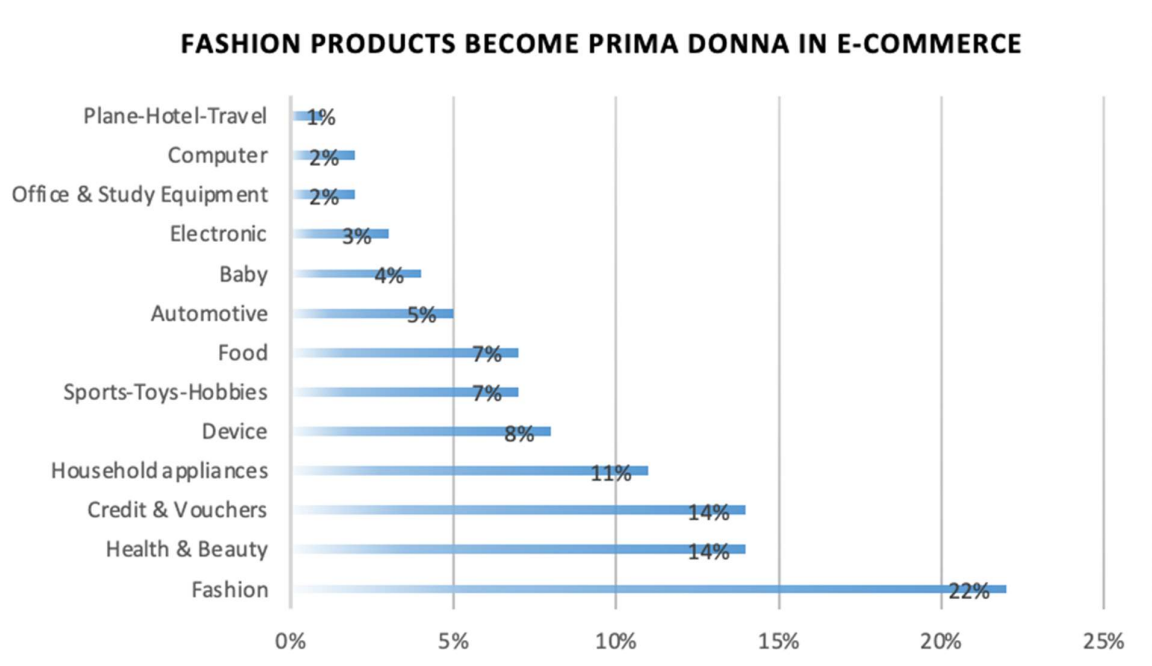


Figure 1. 2 fashion products are still the prima donna in e-commerce

Based on Figure 1.2 showed that fashion products are still the prima donna in e-commerce and based on the survey results of the Katadata Insight Center (KIC) and Kredivo (2020), it is stated that the number of product transactions has reached 22% of total shopping in e-commerce throughout 2020. From the data and statements above, it can be concluded that during the pandemic, businesses that were run offline experienced a decline due to the Covid-19 virus pandemic so that the data showed that Indonesian consumers' interest in and purchasing power for fashion products is still increasing even though it was hit by the covid virus pandemic -19 with the increasing number of cases and the economic downturn experienced by some Indonesian people.

**Number of Internet Users in Indonesia
(1998 – 2022)**

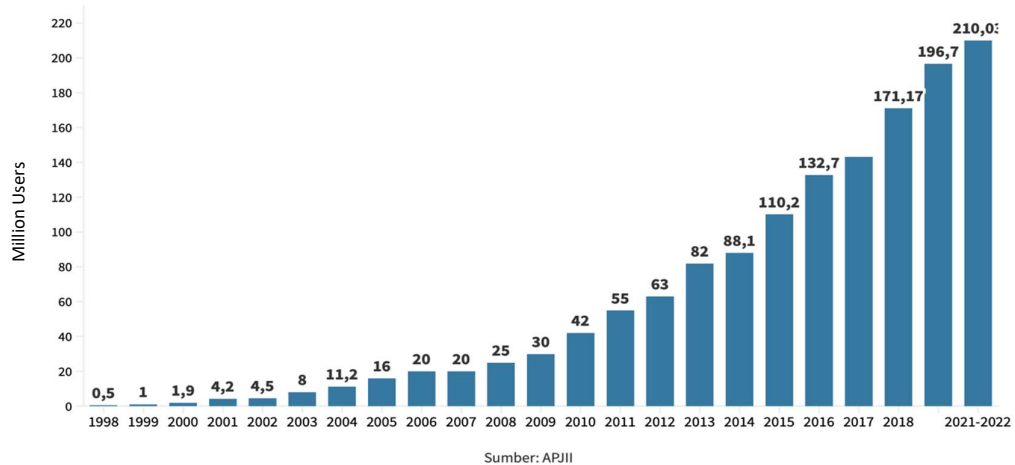


Figure 1. 3 APJII internet users

The data released by the Indonesian Internet Service Providers Association (APJII, 2023) from the survey results explained that there were 210.03 million internet users in the country in the 2021-2022 period, which can be concluded that the number of internet users in Indonesia continues to increase every year. This figure has increased by 6.78% compared to the previous period which amounted to 196.7 million people. Internet penetration rate up to 35-54 years is 87.30%. Meanwhile, the penetration rate for the age group 5-12 years and over was 62.43% each. From the statements and data above regarding internet use in Indonesia, it can be concluded that in running a business people don't need to rely only on offline to get big profits, but online can also be an opportunity and a fast way to develop the business.

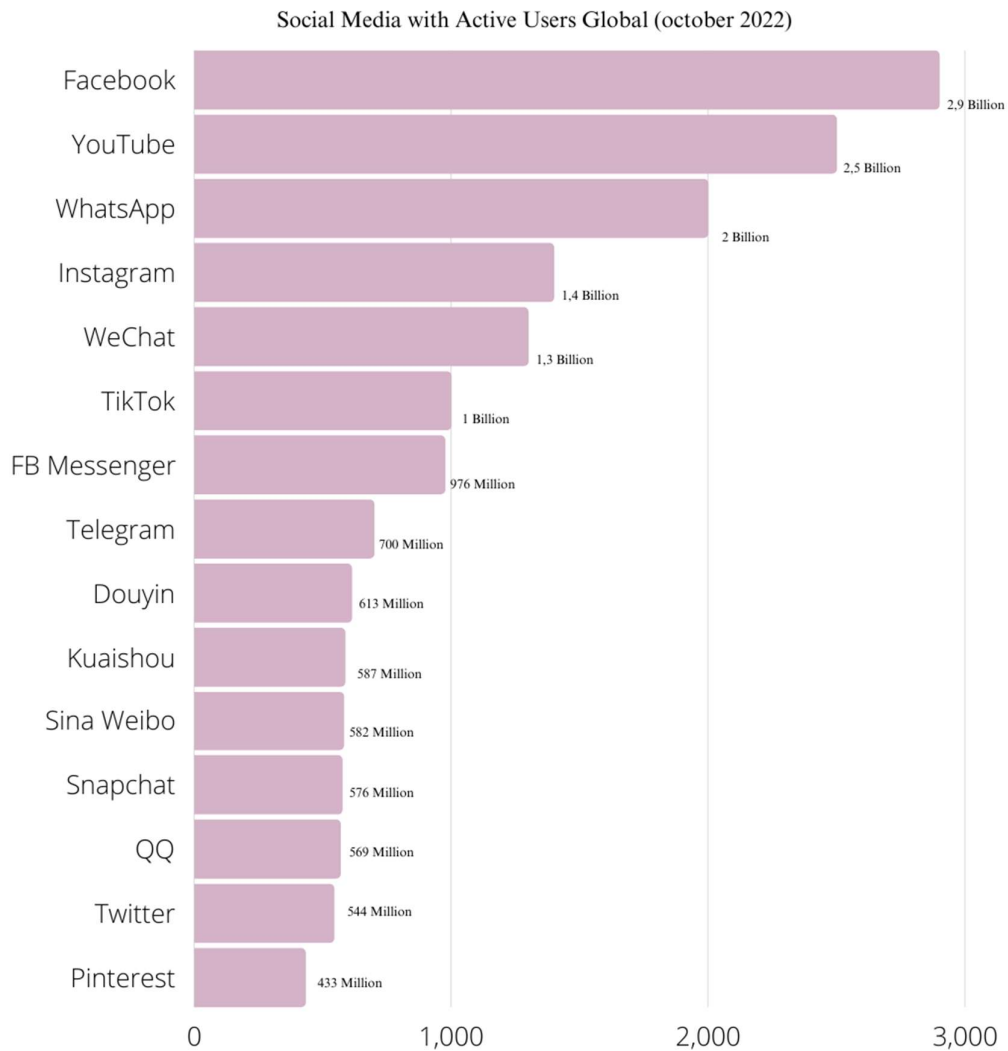


Figure 1. 4 most popular social media

Based on the graph reported by Katadata.co, the survey results showed that WhatsApp is the most popular social media for internet users around the world. There are 2.7 billion people who like WhatsApp compared to other platforms. From the statement above, it can be explained that social media can also be one of the right places to sell products to customers, especially whatsapp social media. But it cannot be denied that Instagram also has great opportunities to sell products because there are 1.4 billion active users with an average user visiting Instagram and WhatsApp for almost 2.5 hours per day.

Based on the explanation above, it can be concluded from the data that there is still a lot of room for growth in the fashion industry, especially women's clothing, both online and offline. This is because, even in the midst of the Covid-19 virus pandemic and several economic problems, the Indonesian people still have great interest and purchasing power for products, especially clothing. Thus, encouraging business people in the fashion industry, especially those engaged in women's clothing, to market and sell their goods. In addition, an increase in users of social networking sites and the internet in Indonesia opens commercial prospects to expand market penetration and increase demand for product capacity during the Covid-19 virus outbreak.

Therefore Caynilv is a business engaged in the fashion sector with a product focus on women's clothing which was founded on July 7 2021 in the city of Jakarta. Caynilv is a brand as well as a manufacturer of quality women's clothing. Of course, Caynilv provides good quality at prices that all people can afford and competes with imported products. The products offered by Caynilv are women's fashion products and provide business opportunities with an affiliate system by becoming an affiliate who can sell Caynilv products again by creating interesting content via Tiktok posts. Aspects of Caynilv's production currently use an outsourced system including the process of making patterns, sewing to finished clothes. The marketing aspect carried out by Caynilv is by doing online marketing. Online marketing is done by creating business accounts on social media (Instagram & TikTok) and marketplaces (Shopee & TikTok Shop), as well as advertising on social media using an endorse and ad system.

The financial aspect was carried out by Caynilv with an initial capital of IDR 5,000,000 by the owner. Where the funds are used to purchase raw materials, packaging, sewing costs, and others. Of course, Caynilv kept financial records properly and thoroughly to control cash flow on a daily and monthly basis. The human resource aspect of caynilv is run by two owners and managers, one sewing production vendor consisting of twenty-five tailors. So that the total human resources working with Caynilv are twenty-seven people.

1.2 Purpose and Benefits of Business Models

1.2.1 Business Model Objectives

The objectives of making this business model are as followed:

1. Become a business engaged in fashion that has a variative design that can meet the needs of all customers.
2. Provide quality women's clothing fashion products and keep up with trends, but the price is still affordable to buy.

1.2.2 Benefits of a Business Model

The benefits of creating this business model are as followed:

1. Provide an opportunity for Tiktok & Shopee affiliates to get a commission of 5%-10% from each piece of product that is successfully sold.
2. Make it easier for consumers to find fashion products with casual and chic concepts .
3. Help improve the economy of tailors in Yogyakarta by working together in the product production process.

1.3 Scope of Business Model

1. Caynilv is an online-based local fashion manufacturer and brand that provides women's apparel at affordable prices, but still prioritizes quality.
2. Geographical segmentation, namely all regions of Indonesia and Malaysia
3. The target consumers of this business model are female consumers aged 14-40 years
4. The platforms used in this business model are online-based platforms, namely social media and marketplaces.

1.4 Business Idea

1.4.1 What

Caynilv is a local fashion manufacturer and brand that focuses on women's wear and runs its business through social media platforms and marketplaces. The products and services offered by Caynilv to consumers are in the form of finished products such as shirts, pants, and skirts. As well as providing an opportunity for the public, especially Tiktok and Shopee affiliates, to join in selling Caynilv products. In this business, Caynilv collaborated with tailor vendors in the Jogjakarta area.

1.4.2 Who

Caynilv has customer segments and a target market dominated by women who have professions as students, young mothers, housewives to socialite women who like trendy and chic products.

1.4.3 Where

Caynilv has an operational location in the Yogyakarta city area which includes production, shipping, warehouse, and office activities. As for the coverage of the Caynilv business area, it covers all regions of Indonesia and Malaysia by utilizing the marketplace as a support for the running of this business. So that all Indonesian and Malaysian consumers can access information and interact with Caynilv easily.

1.4.4 When

Caynilv was established in 2021 when it was still a difficult year for some Indonesians, including business people. Since the covid-19 pandemic, it has had a negative impact on some Indonesians, such as the economic downturn. For offline business people, the impact of this pandemic makes it difficult for business people to run their business so that not a few business people have to close their businesses. But over time with new adaptations, it does not become a basis for doing and growing a business. Because of the new normal policy, people use the internet more, including for online shopping. So as to make business people again take advantage of new opportunities online.

1.4.5 Why

Based on existing data on the sales and growth of fashion through online, it shows that fashion products, especially women's apparel, are still excellent products that are in demand by most Indonesians. Because it has an appeal to consumers.

1.4.6 How

Caynilv is a business engaged in fashion. In the initial planning as a business development, caynilv will produce several types of clothing that keep up with the times but are also timeless in Indonesia and have gone through research and will market them online through social media and marketplaces to be used as online taking as buying and selling transactions. Caynilv targets quality and quantity so that the sales flow can run for the long term accompanied by evaluation and innovation. This is believed, because Caynilv's marketing activities are carried out through social media platforms and marketplaces. This marketing activity is by creating interesting content and creating paid advertising content or. Ads to expand the audience.

1.5 Report Systematics

Chapter I: Introduction

Chapter I contained an introduction which consisted of sub-chapters such as background, business objectives, business benefits, scope of business models, business ideas, and report systematics. The background contained the causes, opportunities and emergence of business ideas that are carried out based on appropriate data and theories. The business goals and benefits section contained about the goals and benefits of the business. In the scope of the business model section, it described about the scope of the business model containing the space and limitations of the business model discussion. Then, on. The business ideas section explained about what, who, where, when, why, and how to create this business model. The last section, it is a systematics section of the report containing how the final project report on the design and implementation of the business that has been made.

Chapter II: Business Analytics and Role

In the chapter II section, namely business analysis and design, it consisted of several sub-chapters, namely value, proposition, business model design, and business implementation and development planning. The value proposition section contained industry market analysis through five force porters and value proposition canvas. In the business model design section, it described about the business model canvas. Then, the implementation planning and business development section contained how to strategy in implementing the business model canvas.

Chapter III: General Report on the Implementation of Activities

In chapter III, there it is a general report on the implementation of business activities, namely business profiles and business implementation. The profile section described the business profile and business implementation in general which consisted of the business field, business location, and business development. Then, the business implementation section contained several aspects such as operations/production, human resources, marketing and finance.

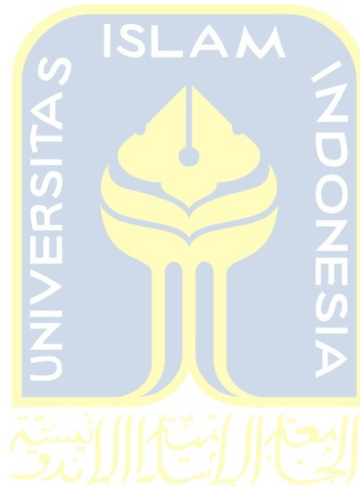
Chapter IV: Identification and Troubleshooting

In the Chapter IV section identification and problem solving consisted of several sub-chapter sections, namely problem identification, theoretical review, and problem

correction. In the problem identification section, it described the problems faced by business people about theories related to existing problems. The problem solving section told people what theory or approach was used to solve the problem.

Chapter V: Conclusions and Recommendations

Chapter V contained conclusions and recommendations that outline the implementation of business in general, the implementation of functional aspects and the resolution of the problems faced that have been described in Chapter IV, and contained advice to students who will enter the business world or engage in the same field of business. Bibliography and Appendix this section contained a list of heirlooms and attachments to support the business being carried out.



CHAPTER II BUSINESS ANALYSIS AND DESIGN

2.1 Value Proposition

2.1.1 Market and Industry Analysis

Porter Five Force or five strength porter is a method used to identify and analyze competitive strengths in an industry that can help determine the weaknesses and strengths of the industry Porter (2008). This type of business analysis can be applied in various economic segments in order to understand the level of competition in the industry and increase company profits for a long period of time. To achieve the company's goals and win the competition in its field, a company must prepare the right competitive strategy. Porter (1987) translated the analysis into a competitive strategy based on five competitive strengths, namely the intensity of the threat of new entrants, the threat of substitute products, the threat of suppliers, the threat of buyers and the level of competition between companies engaged in the same industry.

From this competitive strategy, players in the same industry must have opportunities and resources that can support the company in competition. Thus, the company is able to determine its position and can maintain its existence and excellence to achieve satisfactory profits.

a. Competition between similar companies

Competition between companies occurred because one or more competitors feel a pressure or see an opportunity to improve their position. Of the many industries, the competition movement by one company has a great influence on its competitors and can encourage resistance or effort to match the movement. Table 2.1 showed competition between similar companies.

Table 2. 1 Indication Between Similar Companies

No.	Indicator	Analysis	conclusion
1	Number of Competitors (Local)	In Jakarta there are several similar companies or brands,	Low competition

		such as: Puff it up, Asoka, Aleeka, Sivali and ByNeeth.	
2	Number of competitors (national)	In Indonesia there are several similar companies or brands, such as: Say Karra, neu.lla, Asoka, Sivali and ByNeeth	High competition
3	Competitors with a selling price <50,000	There are 2 competitors who have an average product selling price below IDR 100,000	Low competition
4	Competitors with a price > 50,000	There are 3 competitors who have an average selling price of products above IDR 50,000	High competition
5	Competitors with a price >100,000	There are 2 competitors who have an average product selling price above IDR 100,000	High competition
6	Raw material differentiation	There are several types of raw materials used by competitors, such as: crinkle airflow, zashimmer silk, satin, hemp linen, and crinkle linen	Moderate competition
7	Product type differentiation	There is a difference or differentiation in each product in various brands	High competition

b. Entry of new competitors

According to Porter (1987) the Harvard Business School professor stated that the threat of entry of new entrants into the industry depended on the barriers to entry that exist, coupled with the reactions of existing competitors that can be predicted by the new entrants. If the barrier is large or new entrants expect stiff resistance from incumbents, then the threat of new entrants will be low. According to Table 2.2 explained the indications of the entry of new competitors.

Table 2. 2 Indications of the Entry of New Competitors

No	Indicator	Analysis	Conclusion
1	Capital/investment requirements	The minimum capital requirement to start a business is IDR 50,000,000	High threat
2	Customer loyalty	Customer loyalty is very flexible depending on the needs and desires of the product desired by the customer. And depending on	High threat

		the quality, innovation, uniqueness, price and service	
3	Access to distribution channels	Access to distribution channels is relatively easy to reach because this business is online-based so there are no large costs incurred to enter into distribution channels, such as: social media and marketplaces	High threat
4	Government policy	Government policy in this business sector is relatively easy and there are not many strict regulations and laws to enforce	High threat

c. Development of Substitution Products

In a broad sense, all businesses in a given industry compete with businesses that manufacture alternatives to their products. By establishing a maximum price that businesses in the industry can charge, substitute items restrict the potential earnings of an industry. The constraints on industry profits will be increasingly stringent the more appealing the price alternatives provided by substitute items. Finding products that can serve the same purpose as products in the industry is the first step in identifying substitute products. Positioning oneself in the face of replacement products may need industry-wide action. Table 2.3 showed indications of the development of substitution products and the threat level.

Table 2. 3 Indications of the Development of Substitution Products

No	Indicator	Analysis	Conclusion
1	The level of need for substitute products	The level of need for substitutes is not high because the products in this industry are only differentiated in terms of the innovation and uniqueness of the product	Low threat
2	Ease of obtaining replacement products	Ease of obtaining replacement products is quite difficult because there is no product that can replace clothing products in terms of quality and value on the product itself	Low threat

3	Substitute product innovation	Product innovation in this industry is fast due to changing trends, tastes and desires	Low threat
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d. Bargaining Power – Bargaining Suppliers

If a company grows increasingly dependent on one supplier over time, the bargaining strength of suppliers may pose a danger to those businesses that have previously purchased goods from them. The concentration ratio indicator, which displays the ratio between the total supply value supplied by one supplier and the total supply value supplied by various suppliers, can be used to determine how dependent a company is on one source. Suppliers can use their bargaining power against competitors by threatening to increase prices or reduce the quality of the products or services purchased. Powerful suppliers can therefore suppress the profitability of industries that are unable to keep up with rising prices (Porter, 1987). According to Table 2.4 showed that the bargaining power of suppliers is able to suppress the ability of the industry that is unable to keep up with price increases.

Table 2. 4 Supplier Bargaining Power Indication

No	Indicator	Analysis	Conclusion
1	Number and level of supplier domination	Suppliers are not dominated by 1 supplier, but there are 4 suppliers	The bargaining power of suppliers is low
2	Alternative suppliers	The company has 2 main suppliers and 2 alternative suppliers with different product needs	The bargaining power of suppliers is low
3	Supplier's product quality level	The supplier's product quality level is high according to company standards	The bargaining power of suppliers is low
4	The level of supplier competition	Suppliers compete on price in a variety of products	The bargaining power of suppliers is low
5	Switching costs to other suppliers	Supplier switching costs depend on which supplier is used	The bargaining power of suppliers is low

e. Bargaining Power of Buyers / Consumers

The bargaining power of the buyer becomes higher when the purchased product is a standard product or has no deference. When conditions like this occur, consumers can often bid on the selling price to a higher level (David, 2006). In such cases competing companies may provide longer warranty offers or special services to gain customer loyalty if the bargaining power of the buyer is very high. Buyers can usually negotiate the selling price, guarantee, and packaging accessories to a certain degree (David, 2011). According to Table 2.5 explains bargaining power of buyers is higher when the product purchased is standard or undifferentiated.

Table 2. 5 Indication of Buyer's or Consumer's Bargaining Power

No	Indicator	Analysis	Conclusion
1	Buyer group	There are 1 group of buyers, namely: consumers directly	Bargaining power of buyers is moderate
2	Type of product purchased (standard or differentiated)	The type of product purchased is a standard product that has differentiation in innovation and product uniqueness	Bargaining power of buyers is high
3	Product advantages offered	Having products that always follow trends with high quality, affordable prices, and has its own uniqueness	Bargaining power of buyers is high
4	Clarity of information about the product	Product information can be seen by buyers through social media and market places	Bargaining power of buyers is high
5	Market share of buyers each year	The market share of buyers is not constant depending on trends, needs, tastes and purchasing power	Bargaining power of buyers is high

2.1.2 Value Proposition Design

When people want to build a business, people need to know our own products, besides that people also have to know what is the strength of our business compared to competitors' businesses. Value proposition is an important element that needs to be considered by the company if its products or services can be chosen by customers. Here's Caynilv's Value Proposition Canvas.

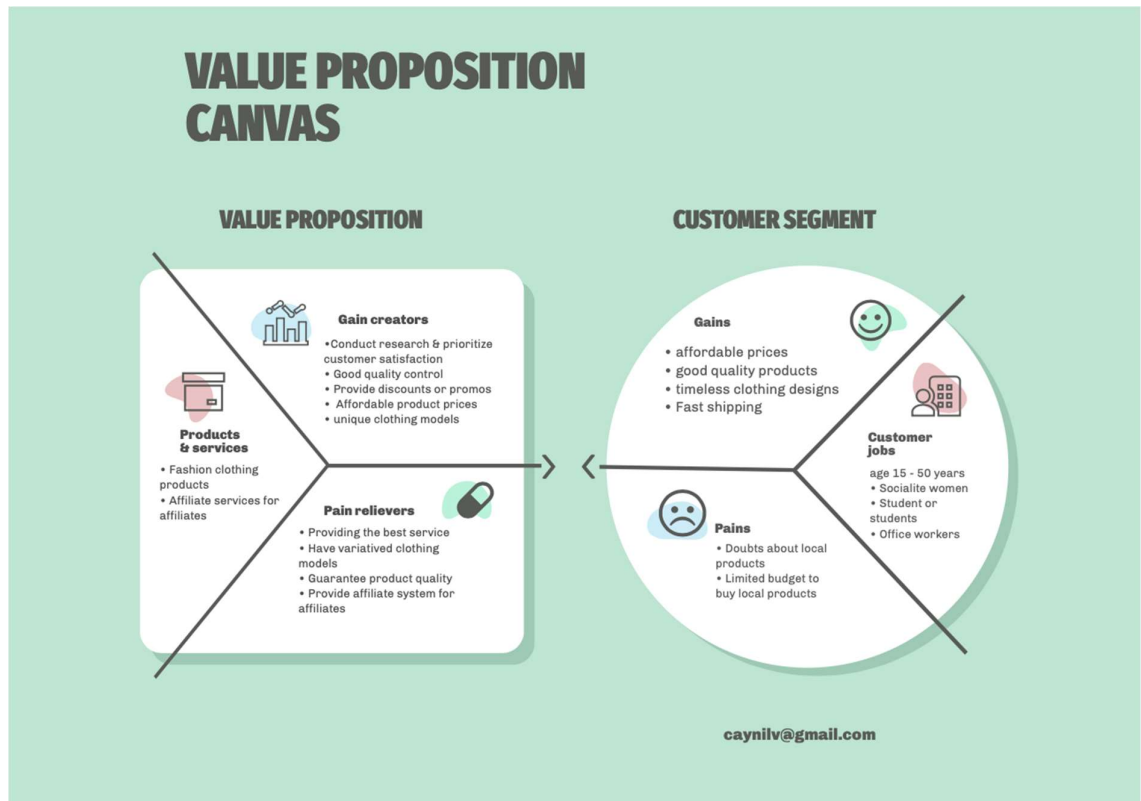


Figure 2. 1 value proposition canvas caynilv

2.2 Business Model Design

According to Osterwalder and Pigneur (2012) the Business Model Canvas is the same language for describing, visualizing, assessing and changing business models. The Business Model Canvas concept is well suited for firms that are already up and running since it enables organizations to explain and show a business model that is operated simply before modifying it in accordance with company needs and producing new alternative strategies. The advantages of this business model canvas can help planning as well as possible, many companies use the concept of a canvas business model, especially for those who are just starting a business. This business model is used to develop a business to be more efficient to reach the target market.

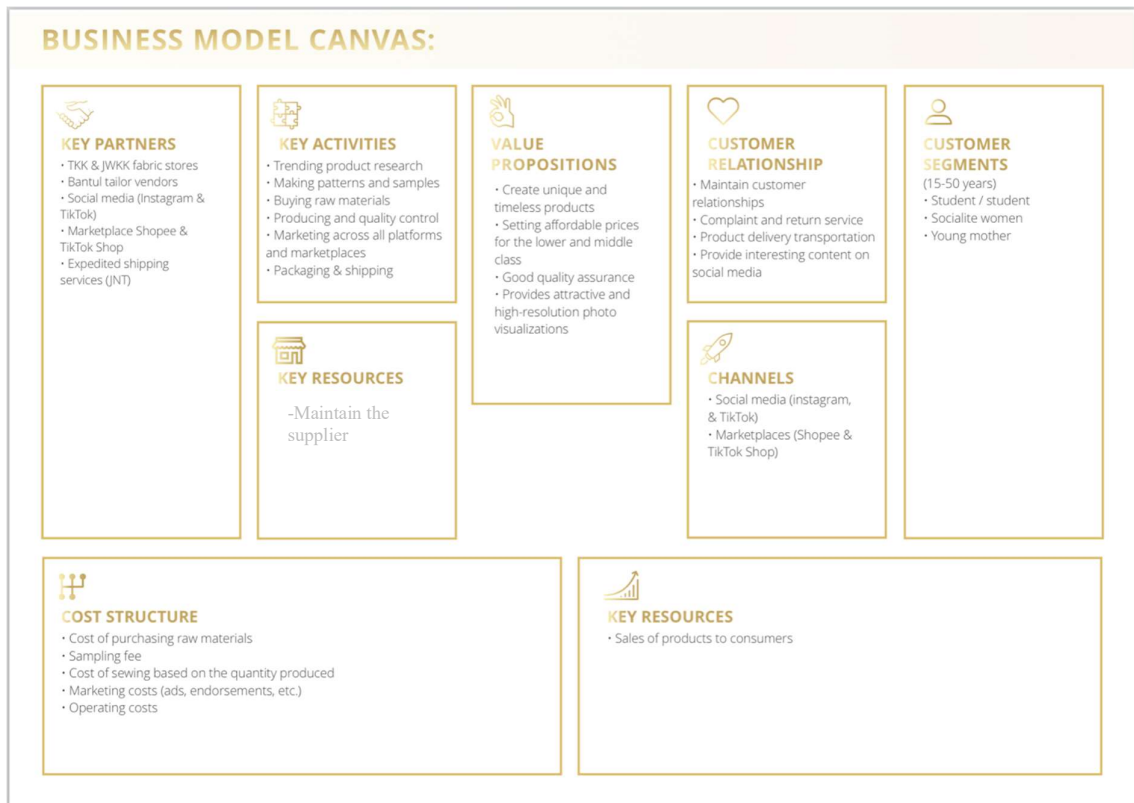


Figure 2. 2 Business Model Canvas of Caynilv

Figure 2.2. presented the BMC of Caynilv, it can be explained that Caynilv has several important elements to support the company's work system and can help check all company activities to be able to determine whether the existing system is running or not. The nine aspects include:

a. Customer Segments

Caynilv has customer from female segments mostly young people ranging in age from 17 to 47 who have jobs as students, college students, young mothers, and fashionable young people.

b. Value Proposition

The value proposition obtained through the value proposition canvas analysis adjusts to the current trend. The price represented by Caynilv can still be reached by all circles,

both lower, middle, and upper circles with the virtue of quality. Caynilv also facilitated product photos with good quality so that customers can clearly see the products offered. Caynilv also provided a guarantee of return or replacement of the product if the consumer's goods are defective. Caynilv continued to develop his business for profit and always adapted to the existing digital world so that it can expand the reach of customers.

c. Customer Relationship

Caynilv's customer relationship, in running its business Caynilv has four important aspects, namely: friendly service with a predetermined time, complaint return and product replacement services if there is a defective or damaged product, transparency in the packaging and delivery process of goods, and establishing communication through interesting and informative content for consumers.

d. Channels

Caynilv has 2 channels in running its business, namely through social media and marketplace. Social media being a platform Caynilv in running his business is Instagram and TikTok. In running his business, Caynilv attracts audiences by providing creative and interesting content that can attract audiences according to the market, and uses paid advertising features on social media platforms to reach more audiences and can sell products to these audiences.

e. Revenue streams

To get revenue Caynilv applies online sales to its products.

f. Key resources

Caynilv has four important key resources aspects in running his business. First the sewing vendor which is an outsourcing vendor chosen by Caynilv and has an important role in starting a fashion business. Secondly, experts in the manufacture of design patterns from Caynilv products. The third is an internet connection and support in the form of smartphones and PCs which are the main basis for running a digital-based clothing fashion business and run online through social media. And the last one is the financial aspect, namely the initial capital to run the business.

g. Key activities

Caynilv has five key activities in running a business. Some activities in running its business such as trending product research, production processes and quality control, marketing activities, as well as product delivery and delivery.

h. Key partnerships

Caynilv has five key partners in running its business such as raw material suppliers, tailors, sales platforms, and expedition services to deliver products.

i. Cost structure

In running his business, Caynilv has six costs, namely the cost of purchasing raw materials, fixed costs which are internet costs for quotas or wifi that are issued every month, tailor costs whose estimated expenses are determined from how many clothes are made for each production, and marketing costs to support the running of the business.

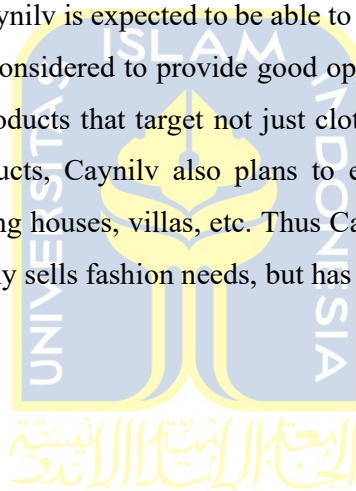
2.3 Implementation Planning and Business Development

In 2020 until now Indonesia has been affected by the Covid-19 virus pandemic which has caused various problems to arise from various aspects including economic, social, and health. It was a difficult year for all Indonesians and the world. The Covid-19 pandemic has a negative impact on business actors in Indonesia, and it is undeniable for sectors that run their businesses offline. With such a situation, it made the implementation of regulations and policies implemented by the government such as the new normal (work from home and etc). With new regulations and policies, it did not stop business people from continuing to try how to create new opportunities to improve their economy. The existence of this pandemic has made people think about taking advantage of this new opportunity by using social media. Time after time, the economy in Indonesia has begun to gradually improve.

Due to the COVID-19 pandemic and government policies, Indonesians have made accessing the internet or cyberspace more frequently. From this situation, it makes business people think that there are new opportunities by running a business online. Caynilv is a local brand engaged in women's clothing fashion and runs its business online. From the covid-19 virus pandemic, Caynilv is enthusiastic about running an online

business either using social media or marketplaces. The initial planning of the establishment of this business was to express creativity, ideas, and awareness. It is hoped that by setting up a business online, it can help improve people's welfare a little.

The business concept created by Caynilv targeted the quality and quantity of products that are able to compete in the market. With the planning that will be carried out by Caynilv, of course, it must have existing marketing activities through social media platforms and marketplaces by providing interesting content and paid advertising content to reach a wider target audience. Thus, making Caynilv's social media accounts more attractive, so that the audience will be a factor that facilitates the course of business and a factor in business development. In planning long-term business development within the next one to five years, Caynilv is expected to be able to survive and develop in the future because this business is considered to provide good opportunities. Caynilv plans to add other types of fashion products that target not just clothing, but bags, footwear, etc. In addition to fashion products, Caynilv also plans to expand his business by creating properties such as boarding houses, villas, etc. Thus Caynilv is not only a manufacturer as well as a brand that only sells fashion needs, but has other purposes to support human needs.



CHAPTER III GENERAL REPORT ON IMPLEMENTATION

3.1 Business Profile

Fashion has recently become a lucrative industry in Indonesia, seeing ever-increasing growth. Fashion is not only a primary need, but has become a need for art so that it has the potential to encourage the growth of this industry more rapidly. The fashion industry has been around since the 19th century, especially fashion clothing. Lots of fashion brands with clothing products ranging from world-famous brands, Indonesia, to local brands that are still mushrooming today. Many craft industries have been around for a long time and continue to grow rapidly until now. So that there are many fashion brands with various products that grow and develop in Indonesia.

Flashback to the covid-19 virus pandemic, digitalization has become a must to maintain the wheels of business during the covid-19 pandemic. Retail stores that sell clothing with an offline retail system, during the Covid-19 pandemic, made any industry increasingly thirsty to adapt to the digital world. During a pandemic, selling on a digital platform is the most effective method for marketing products. Even though selling only via online platforms did not cut off communication between buyers and sellers, this digital platform provides efficient and effective space. In addition, the advantages of digital platforms can provide sufficiently concrete data to determine market segments and can cover a wider market. Fashion brands can benefit from this digitization opportunity because currently digital platforms can really help with marketing so it's a shame if it's not utilized and this is retail without borders.

The business opportunities related to the world of clothing fashion and running a business digitally in Indonesia, on July 7, 2021 in the city of Jakarta, a student of the Islamic University of Indonesia Management Study Program named Rihab Sabira founded a local fashion business brand called Caynilv which focuses on women's clothing and runs her business through social media platforms and marketplaces. The products offered by Caynilv are casual & chic clothing. Until now Caynilv is still the first hand to market and sell its products to keep the authentic of its products.

3.1.1 Vision dan Mission

a. Vision

Become a local brand that can meet the fashion needs of all groups at affordable prices with characteristics or uniqueness and maintain quality.

b. Mision

Make the customer's appearance casual, chic, and timeless; so it can be used for the long term.

3.1.2 Business Logo

CAYNILV.



Figure 3. 1 logo caynilv

3.1.3 Business locations

CAYNILV's business location, warehouse and office are currently located in Jl. Assalam Utama No.25 Condongcatur, Yogyakarta. Meanwhile for pattern making and sewing at canis garment, Indonesia.

In the business development stage, Caynilv has planned a new location for an offline store in an area that can be easily reached for customers in Jakarta to invite potential buyers and see Caynilv's products in person.

3.2 Business Conduct

- **Human Resources Aspects Review**

3.2.1.1 Organizational Structure

The founders and other firm members outline the division of labor and how operations in various organizations might be coordinated with one another in the organizational structure's hierarchy-based (levels or multilevel lines) components. The specialization in each job function as well as the transmission of information through a report will then be evident from a sound organizational structure. In order to create how an organization can function and help it achieve its stated goals in the future, hierarchies are defined within the organization using an organizational structure. The major objective is to make it simpler for the firm to divide up each person's activities and duties when managing a corporation or business. The organizational structure aids the business in placing qualified personnel according to their areas of specialization. Successful businesses typically have a well-defined organizational structure that is organized and consistent with their functions. In this way, the business has a good foundation upon which to grow and realize its aims or vision.

CAYNILV ORGANIZATIONAL STRUCTURE

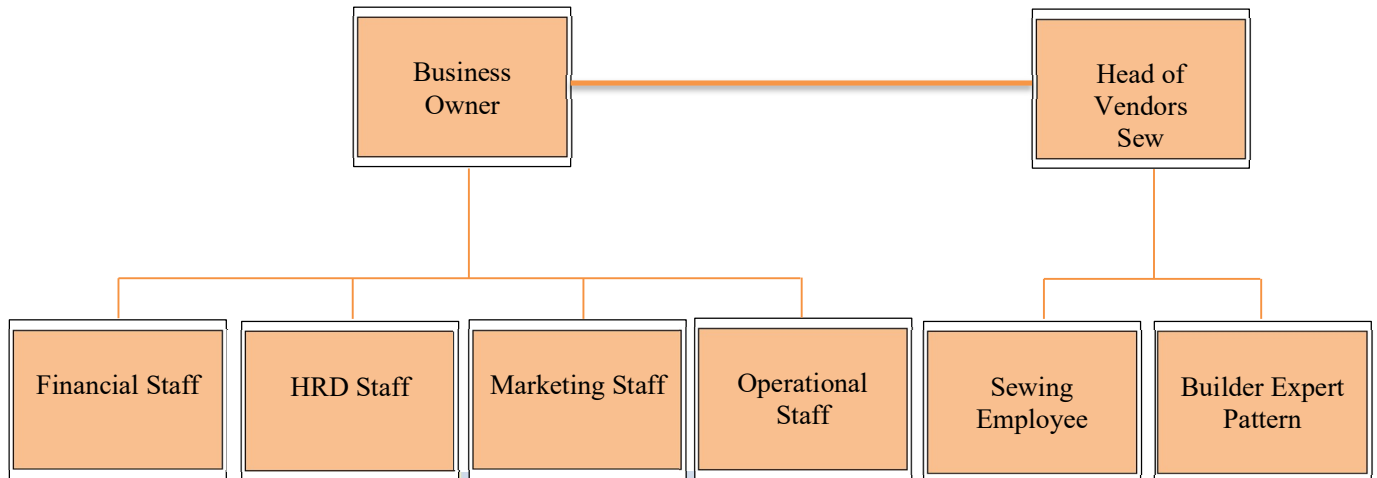


Figure 3. 2 caynilv organizational structure

According to Sunyoto (2015) stated that workforce training is any effort to improve worker performance in a particular job that has become his responsibility or a job that is related to work. Human resources are resources that can help achieve company goals. Competent human resources in their respective fields are needed to carry out tasks, both within the organization and within the corporation. Human resource management (HR) is very important for the proper execution of activities in a business or organization as well as for achieving the intended goals. One of the purposes of communication channels between workers and businesses is the use of human resource management. Planning, directing, leading, organizing, and controlling can all be involved in practicing human resource management.

Caynilv has 27 human resources staff, consisting of two caynilv human resources and 25 tailors. HR from Caynilv has duties and responsibilities for the six positions mentioned, the six positions include: owner/business owner, marketing staff, operational staff. In addition, Caynilv also has outsourced human resources from sewing vendors consisting of vendor heads who are pattern makers and twenty five sewing workers (Mathis & Jackson, 2008). The opinion of Manthis and Jakson can be interpreted that

human resource management is the design of formal systems within an organization that ensure the effective and efficient use of human talent to achieve organizational goals.

3.2.1.2 HR Qualifications and Competencies

According to Wibowo (2007) stated that competence is an ability to carry out or perform a job or task that is based on skills and knowledge and is supported by the work attitude demanded by the job. Compensation is intended to prevent talented workers from leaving their positions. Given how much they have accomplished moving the business forward, doing this is extremely important. In order for these workers to survive, reward them in proportion to their efforts.

Wibowo's intention is that compensation is meant to represent whatever is received as compensation, whether material or non-material, is considered compensation. The term "compensation" also refers to any direct or indirect monetary or tangible advantage that a worker or employee receives in return for their services or the results of their work. Based on the above understanding, Caynilv has certain qualifications and competencies in HR to make the business grow as follows:

a. Business Owner

The business owner is the name for the founder of the company. The task of the business owner determines the big picture and the steps that must be taken in business activities. has the responsibility to minimize the negative impacts that occur, or even provide compensation for the negative impacts that arise.

b. Marketing Staff

Marketing staff are defined as employees who are directly involved in the sale, promotion or advertising of any goods or services provided by the company to customers. Without a sales force, a company's goods, services, or offerings would not be widespread or well-known. It will be a challenge for businesses to attract new clients or audiences interested in a product or service if it is not widely distributed.

c. Human Resources (HR) Staff

Human resources (HR) staff is a staff who must have the ability to carry out the company's human resources activities, such as recruiting, managing, and having potential in the human resources department. So that the human resources contained in the company can run optimally to achieve company goals.

d. Finance Staff

Finance staff have a profession that is responsible for handling the finances of a company. This section deals with the supervision, creation and study of finance, credit, investments, assets, and liabilities that make up the financial system of a company. So that the flow of financial flows contained in the company can run effectively and efficiently.

e. Operational Staff

Operational staff is a staff who must have basic skills in the company's operational activities. Such as the activity of purchasing raw materials. Production, delivery of goods and more. The activities of operational staff include making the right planning and strategy for the company both for the short and long term.

f. Head of Sewing Vendor

A person who has control and accountability to the performance of staff in sewing production activities is the head of a sewing vendor. Despite the fact that the head vendor is an outsourced HR, Caynilv has his own requirements for the position. In order for manufacturing activities to run well, the head of the sewing vendor must be accountable and swift in production activities.

g. Employee or Sewing Worker

Employees, sometimes known as sewing workers, are those who are subordinate to the owner of the sewing seller. Although the employee or tailor is an outsourced human resource, Caynilv has specific requirements for the head of the sewing vendor. To perform the task of sewing, an employee or sewing worker requires the necessary knowledge, ability, thoroughness, perseverance and experience. In addition, they must carry out their duties with discipline and on time. In order to lower the risk of manufacturing failures and product defects at subsequently produced outputs, this qualification.

h. Sewing Pattern Making Expert

People who work for the head seller of sewing are experts in making sewing patterns. Although Caynilv uses outsourcing his human resources, he has his own requirements for sewing pattern makers. Experts in the manufacture of sewing patterns need to have basic knowledge, expertise, thoroughness, tenacity, and experience in doing so. In addition, they must carry out their duties with discipline and on time. So that these requirements can reduce the possibility of errors and problems in manufacturing in the future.

3.2.1.3 HR Job Description

According to Heathfield (2016), very few managers get excited about job descriptions. In its rudimentary form, a job description is a written document that outlines the duties, responsibilities, contributions, behaviors, outcomes and required qualifications for a specific job in an organization. The overall goal is to hire the right person for the right position. Job descriptions are often only used during the hiring process and then discarded until needed again. However, a closer examination reveals that strategically used job descriptions can give a company a competitive advantage. The interview process can make better use of job descriptions. Employers can more accurately assess a candidate's suitability for the role by turning the details of the job description into questions. Employers can identify exactly which knowledge, skills, abilities, and behaviors candidates need for the position. Job descriptions are converted into records that can be used for performance evaluation. The work activity carried out by the employee must accurately reflect what he will actually do to his job because the job description represents a thorough analysis of the work. The job evaluation system transforms the information, skills, abilities, and behaviors mentioned in the job description into statements or tasks. Comparing how well an employee performs an activity or job statement taken from a job description is a direct way to measure their performance. Transparency is achieved for managers and staff when job descriptions are used for performance evaluation. Both sides are well aware of performance standards. Here's a description of the HR job owned by Caynilv:

a. Business Owner

Business owners play a strategic role but are not involved in running the service on a daily basis. They instead concentrated on the big picture. They choose the goals and actions to be taken. They have the expertise and power to make wise choices and remove political and financial barriers. They interact with key stakeholders and collaborate closely with service owners, who are tasked with creating roadmaps that support those goals.

b. Marketing Staff

Marketing personnel are workers or company components that must be owned so that operations run smoothly. With specific duties, responsibilities and talents, marketing personnel make a significant contribution to the company's sales growth. Marketing personnel who are actively involved in selling, promoting or advertising any product or service that the company offers to customers.

c. Human Resources (HRD) Staff

Human resources (HRM) staff are people who carry out duties and roles in the company's human resources, including the ability to hire, manage, and have expertise in the human resources department. So that the human resources of the organization can function efficiently and effectively to achieve the company's goals.

d. Finance Staff

The role and responsibility of the financial staff is to develop the company's long- and short-term financial plans and strategies. So that the company's internal financial flows and flows can run ideally, effectively, and efficiently in an effort to achieve company goals.

e. Operational Staff

Operational employees are employees who are involved in business operations. These tasks include purchasing raw supplies, producing goods, and delivering them. The right operational plan and strategy for the business, both short-term and long-term, must be planned by the operational staff. to ensure that business operations and activities run smoothly, effectively, and as efficiently as possible in an effort to achieve the company's goals.

f. Head of Sewing Vendor

The head of the sewing vendor is an employee who makes the next production activity run smoothly and effectively, the head of the sewing vendor is responsible for monitoring the performance of employees in sewing production operations and punctuality in production activities.

g. Employee or Sewing Worker

An employee or sewing worker, is a member who is under the owner of the sewing seller. Although the employee or tailor is an outsourced human resource, Caynilv has specific requirements for the head of the sewing vendor. To perform the task of sewing, an employee or sewing worker requires the necessary knowledge, ability, thoroughness, perseverance and experience. In addition, they must carry out their duties with discipline and on time. In order to lower the risk of manufacturing failures and product defects at subsequently produced outputs, this qualification.

h. Expert Sewing Pattern maker

Experts in the manufacture of sewing patterns are an obligation and responsibility when performing the task of planning and making sewing patterns. In addition, they must carry out their duties with discipline and on time. So that the job description can reduce the possibility of errors and production problems in the future.

3.2.1.4 Recruitment Process

Recruitment is a process of collecting a number of applicants who have qualifications that match the company's needs, to be employed within the company (Malthis, 2001). Recruitment is a set of actions used to find and attract job applicants who have the drive, talent, expertise, and knowledge necessary to fill identified gaps in staffing planning. Meanwhile, the process of selecting a set of candidates or individuals who fit the bill for an open position is known as selection. present in the company. In the process of committing HR humiliation, Caynilv used the method of coming and offering the job directly to prospective employees. Caynilv got info from the internet on social media sites facebook, social media instagram and people around in looking for employees, then Caynilv goes to the prospective employee to see their performance and work. After that, Caynilv offered a job and cooperation with a written agreement to do a job. Caynilv gave

a few days to confirm the work via WhatsApp. If the prospective employee agreed to Caynilv's offer of employment and cooperation, they would undergo a probationary and training period of several days to see and evaluate their performance. However, if the party concerned did not agree to it, the Caynilv side would be very respectful with the choice and the decision will then re-see another potential new employee.

After the probationary period is over, Caynilv will assess and evaluate the performance and performance of the prospective employee. If the prospective employee meets the criteria of the Caynilv party within the probationary period, the prospective employee will be immediately appointed as a permanent employee. However, if the prospective employee cannot cooperate properly and does not meet the criteria of the Caynilv party, then the prospective employee will not be accepted and cannot continue to be an employee in Caynilv itself.

3.2.1.5 Work Grading System

According to (Julianto, 2014) The work assessment system was created to make it easier for HRD and managers to assess employee performance. In addition, the system is also expected to provide benefits for recapturing performance data and processing data to produce a decision. Apart from that, as an alternative to HRD to assess competent employees in the company.

The performance appraisal system is carried out periodically every week by recording important matters that affect the business, whether profitable or unprofitable for the business. So that if an employee does something that harms the business, the boss can immediately give a reprimand and if mistakes are made continuously the upper party will immediately give strict action against the employee or termination of work. Meanwhile, if there are employees who achieve the food target, the superior will provide a compensation bonus in that month.

3.2.1.6 Compensation System

According to Schuler and Jackson (1999) compensation can be used to (a) attract potential or qualified people to join the company. In conjunction with recruitment efforts,

a good compensation program can help to get potential or qualified people according to what the company needs. It is intended that workers of high caliber will feel motivated to perform certain tasks while receiving compensation that is considered adequate and satisfactory. The compensation system implemented by Caynilv uses two kinds of compensation systems, namely the direct compensation system and the non-financial compensation system. Caynilv's method of direct financial losses is implemented in the form of money, in particular salary. Meanwhile, Caynilv's non-financial structure includes flexible working hours, leave, and rewards for achievement. Because, a sense of fairness can make employees become satisfied with the compensation they receive. On the other hand, the company also hopes that the satisfaction felt by employees will be able to motivate these employees to improve their performance, so that the company's goals can be achieved. If this can be realized, it is actually not only the company's goals that are achieved, but the needs of employees will also be met (Siagian 1995).

The compensation system implemented by Caynilv uses two kinds of compensation systems, namely direct financial compensation and non-financial compensation. Therefore, Caynilv established a description of compensation, as follows:

1. Direct financial compensation system

Caynilv provides direct financial compensation in the form of money or bonuses. Where every good performance and exceeding the target will be given bonuses such as being able to produce products by exceeding the target per-pieces products are given bonuses in the range of RP 2000-5000 per product in accordance with the mutual agreement between the business owner and his employees which of course will make the employee happy and always improve his performance.

2. Non-financial compensation system

Caynilv provides a non-financial compensation system in the form of feedbacks for achievements in their work and provides additional time off to employees which is usually on important days such as Eid.

With this compensation system, of course, it will have an impact on worker productivity and help Caynilv's business grow. Which will have an impact on the influence of this company and can retain talented employees and improve their quality.

• Overview of Production/Operation Aspects

3.2.2.1 Raw Material

According to Kholmi (2013) raw materials are materials that make up a large part of the finished product, raw materials processed in manufacturing companies can be obtained from local purchases, imports or self-processing results. In producing products, Caynilv uses various types of fabrics, one of which is linen as the main raw material. The raw materials are obtained from 5 different suppliers. The selection of fabric material is selectively selected so that the wearer is not easily sultry when wearing it. In addition, the type of fabric chosen has a variative color so that customers can choose colors according to their respective characters. The price of the main raw materials has a price range of Rp. 26,000 – Rp. 33,000 per meter with good quality and every two meters can be used as 1 to two clothes with a shirt length depending on the design and model of clothing produced.

In meeting the needs of fabric stock every month, Caynilv needs approximately 750 meters every month to produce 375 clothes every month, with a total of Rp. 19,500,000 – Rp. 24,750,000 in raw materials every month.

3.2.2.2 Production Facilities

Caynilv's production facility in supporting its production process is to have a production site from pattern making, fabric cutting to becoming a finished product located on Bantul. Meanwhile, supporting facilities such as warehouses and packaging are located on Jalan Asalam Utama no.25, Condong Catur, Yogyakarta.

3.2.2.3 Layout

Layout design is defined as factory layout design as planning and integrating the flow of components of a product to obtain the most effective and efficient interrelation between operators, equipment, and material transformation processes from the receiving department to the product delivery section (James M. Apple, Factory Layout and Material

Transfer, translated by Nurhayati Mardiono, ITB, Bandung, 1990). Planning the placement of production facilities is crucial because errors in analysis and layout planning will result in ineffective and efficient production activities in the long term of a factory or business. One of the stages of facility planning is layout planning, which tries to create an effective and efficient production system in order to produce products at the lowest possible cost.

In the layout Caynilv has its own room for each section, ranging from storage warehouse space, raw material storage room or warehouse, stock storage room, and mini display place in order to increase efficiency and maximize production capacity. In this way, the activities in the Caynilv production process will be effective and efficient because each department only focuses on completing the age of their respective work.

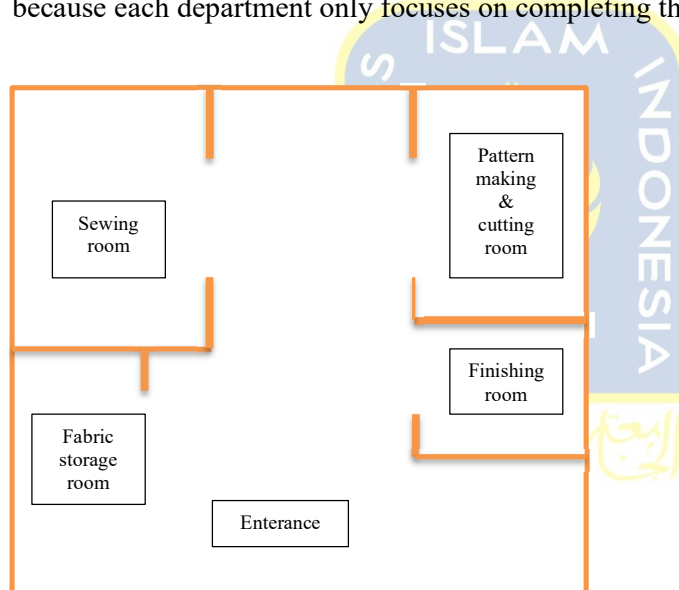


Figure 3.3 caynilv production site layout

3.2.2.4 Production Capacity

The production capacity in the sewing section can produce 31 -40 per day, which means it can produce 930 - 1,200 clothes every month by adjusting orders.

3.2.2.5 Production Process

The production process carried out by Caynilv consists of 5 stages, namely:

a. Production Planning

Before carrying out the production process, Caynilv conducts research first regarding trends that are happening in the market, collecting product designs, determining raw materials, and determining the quality of the products to be produced.

b. Purchase of Raw Materials

The next stage is to purchase raw materials in accordance with the research and determination of the selected materials, the next stage is to purchase raw materials according to product planning with the quantity of production that has been considered.

c. Sample Creation

The next stage is the creation of samples from the planned product sheets, by starting from making the initial design pattern to re-evaluating if the first sample is not suitable to get the right sample before entering the production stage.

d. Production Process

This stage includes the process of solidifying patterns, cutting fabrics, the process of sewing raw materials into clothes, to the process of finishing clothes.

e. Production Quality Control

In this stage, Caynilv and the sewing vendor have a contract that stipulates that the production quality control process will be carried out twice, namely during post-production and once when the product arrives at the storage warehouse, then checking several products to ensure that all stitches are in accordance with the pattern and samples that have been made.

3.2.2.6 Business Location

Caynilv's production business location, warehouse, and office are located on Jl. Asalam Utama No.25, Condongcatur, Yogyakarta. Meanwhile, for the production located in Bantul.

3.2.2.7 Product Details

a. Product Type

Caynilv's products have several types and models of clothing products with variative designs, such as:

- Calla Skirt



Figure 3. 4 calla skirt

- Material: Linen Rami
- Color: Broken White, Hitam, Teal Blue, Lime, Emerald Green, Cream, Pink Fanta
- Size: A, B, dan L
- Type: Rok
- Detail: The bottom of the skirt has 2 layers of cloth so it's not transparent

- Caily Skirt



Figure 3. 5 caily skirt

- Material: Satine
- Color: Black, Lilac, Broken White, Smoke Grey, Maroon
- Size: S-M & L
- Type: Rok
- Detail: A skirt that uses a zipper on the back so it's easy to wear.

- Canaya Shirt



Figure 3. 6 canaya shirt

- Material: Airflow Crinkle
 - Color: Broken White, Black, Coksu, Sage, Fresh Blue, Dusty Pink
 - Size: Allsize
 - Type: Oversized Shirt
 - Detail: the right and left sides have falling accessories
- Carra Shirt



Figure 3. 7 carra shirt

- Material: Linen Crinkle
 - Color: Broken White, Black, Cloud, Candy, Light Wasabi, Cream
 - Size: Allsize
 - Type: Oversized Shirt
 - Detail: There is a long ruffle detail from top to bottom on the buttons.
- Canna Skirt



Figure 3. 8 canna skirt

- Material: Ceruty Chiffon
 - Color: Broken White, Black, Oat, Teal Green
 - Size: Fit to M
 - Type: Elegant Skirt
 - Detail: It has three layers on the skirt which gives a graceful and beautiful impression when worn.
- Caera Skirt

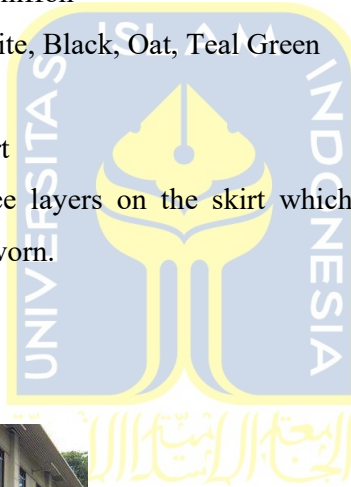


Figure 3. 9 caera shirt

- Material: Cotton Salur

- Color: Broken White, Black, Telur Asin, Pink Muda, Lime, Brown Potato, Pale Blue, Baby Blue
- Size: Allsize
- Type: Oversized Shirt
- Detail: Casual clothes are suitable for daily wear and have unique details on the right & left.

b. Production Amount

In its first production Caynilv produced as many as 40 pieces of clothing every month, with the intention that each type of clothing has a BRP clothing product of each type of design that exists.

c. Product Packaging Design

In the product packaging design, Caynilv uses a simple and classic design by using clear plastic for clothing to avoid damage. Furthermore, Caynilv uses a white Poly Mailer with gold ink with a logo written on the front.

d. Product Label Design

In the design label Caynilv products use white labels. Caynilv only designed the label of his product with the words "CAYNILV", where the sentence has a meaning, namely "cause all you need is love". As for the type of caynilv skirt product, it lists the size so that the customer knows the size used.





Figure 3. 10 label design

- **Marketing Aspects Review**

3.2.3.1 Market Analysis

Based on data on the proportion of product transactions in e-commerce in 2020 in Indonesia, it showed that fashion products are still the prima donna in e-commerce. Coupled with the results of the Katadata Insight Center (KIC) survey data and kredivo, the number of transactions obtained reached 22% of the total spending in e-commerce during 2020. So that the opportunity to run a fashion business in Indonesia online has strong fundamentals. This showed that even though Indonesia has been affected by the Covid-19 virus outbreak and some of its citizens are experiencing an economic crisis, people's interest and purchasing power in stylish products is still relatively strong. This is an opportunity for Caynilv to create a business and introduce his clothing products more broadly and sell them to buyers. In addition, along with the growth and development of the internet in Indonesia, it gave a rise to business opportunities to expand the scope of the online market.

3.2.3.2 Marketing Mix Strategy

One form of marketing strategy that is able to support in marketing products to create consumer satisfaction is the use of marketing mix which includes product, price,

promotion, and physical evidence or place (Pawitra 1993). In other words, variables in the marketing mix will affect consumer satisfaction in buying a product. As a result, these variables are variables that are predicted to drive consumer satisfaction. Customer loyalty will be influenced by customer satisfaction, ensuring the survival and expansion of the company that has been established. The components of the marketing mix themselves collaborate (combine) in this action. Because according to its design, each component of marketing needs the help of other components in order to function. Of course, the application of the marketing mix in the business world involves the adoption of ideas that suit the needs of each company.

a. Product

The products produced by Caynilv are physical products in the form of women's clothing with seven different types, and provide affiliates for affiliates to market them.

b. Price

Caynilv set a pricing policy using cost plus pricing. When using this method, all costs that must be incurred before the product is ready to be marketed to potential consumers, including the cost of materials or fabrics. Then set the right price for each product and then add a certain nominal to get the desired profit. So Caynilv sets the selling price for each product from the price range of Rp. 30,000 – Rp. 50,000.

According to Kotler (2008) price is the sum of all values provided by customers to benefit from having or using a product or service. A monetary unit or other measure, such as the exchange of other products and services for the right to possess or use goods and services, is called a price. According to the explanation presented above, the price is the overall value of the goods or services offered in monetary terms. Pricing is an important regulation that helps both for-profit and nonprofit businesses run well. Price is a key component of marketing for both buyers and sellers. Price is a quantity of money that includes utilities and is paid to receive things through techniques related to sales, according to some of the definitions given above.

Based on the several methods that have been stated above, Caynilv used a price policy strategy using the cost plus pricing method. In this method, the producer or seller will set the selling price for one unit of goods from the production cost of one unit of goods added a certain amount to cover the desired profit. The desired profit in this concept is called margin.

c. Promotion

Caynilv uses a variety of promotional tactics tailored to the objectives, customers, and resources available. First, Caynilv did endorsement promotions carried out by several Instagram accounts that have high engagement. Second, Caynilv uses Instagram ads that aim for brand awareness. Finally, Caynilv uses social media to approach the audience as a promotional activity.

The definition of promotion according to Swastha and Irawan (2005), promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. Meanwhile, according to Lupiyoadi (2006), promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing service products. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs.

In running its business Caynilv sets two types of promotional strategies, namely:

a. Brand awareness strategy

To increase the knowledge of the audience or potential customers towards the Caynilv brand is the goal of the brand awareness strategy. This method is implemented through Instagram and TikTok, two social media sites with paid and unpaid options. Endorsements and paid promotions are run through endorsements on Instagram profiles with accounts that have a large number of followers and a high level of engagement. In addition, sponsored promotions can be run by using paid advertising platforms Instagram

and Tiktok by specifying the goals and costs that will be incurred. Meanwhile, unpaid promotion is carried out by posting content on Instagram with aesthetic and interesting content.

b. Personal selling strategy

The personal selling approach is one that aims to market to potential customers directly. Make use of social media sites like Instagram and TikTok. First, Caynilv broadcasts to potential customers in the Shopee Caynilv database. Second, Caynilv pihalk makes direct offers to Instagram accounts that are also already in the Caynilv database through the InstaStory feature and marketplace links. So that the benefits obtained by Caynilv When carrying out these activities make customers loyal and interactive to the products offered by Caynilv.

d. *Place*

Caynilv uses an online platform as a place where potential buyers can make product purchase transactions. Caynilv utilizes marketplace platforms in the form of Shopee, TikTok Shop, and social media in the form of Instagram.

Each organization engages in distribution activities in an effort to meet its marketing goals and objectives. Delivering the product to the user or consumer at the appropriate moment is known as distribution. According to Etzel (2013) distribution channels consist of a series of institutions that carry out all the activities used to distribute products and their ownership status from producers to consumers or business users. Distribution channels also have several alternative levels according to (Suparyanto & Rosad, 2015):

- a. Level 0, producers - end consumers
- b. Level 1, producer - retailer - final consumer
- c. Level 2, producers - wholesalers - retailers - end consumers
- d. d. Level 3, producers - wholesalers - wholesalers - retailers - final consumers

Based on the above explanation and theory Caynilv implements channels level 0 and level 1 distribution. The level 0 distribution channel implemented by Caynilv is by selling its products directly to end consumers through social media and marketplaces in the form of Shopee & TikTok. While the level 1 distribution channel implemented by Caynilv is by collaborating with endorsers or affiliates to distribute their products to end consumers through the endorser or affiliator intermediaries.

Financial Aspects Review

3.2.4.1 Cost Efficiency Rate

In the process of running his business, Caynilv divided and planned the appropriate use of funds in every aspect of business management, namely operations, human resources, and marketing. With details as follows:

a. Operational

On the operational aspect Caynilv divided the use of his funds into several parts:

- **Research & Development**

At this stage, Caynilv used his funds to conduct material research, design and sample making with a total cost of Rp. 1,000,000

- **Production**

At this stage, Caynilv used his funds to carry out all production activities, from purchasing raw materials, pressing to the sewing process at a total cost of Rp. 59,953,000

- **Accommodation and other operating expenses**

At this stage, Caynilv used his funds for accommodation and operational costs in carrying out mobility, transportation, and other activities of IDR 1,200,000

b. Human Resources

At the human resources stage Caynilv used his funds to carry out activities in the recruitment process, especially in the process of finding sewing vendors.


c. Marketing

At this stage, Caynilv divides the use of his funds to carry out paid promotions and advertisements provided by Instagram and Tiktok at a total cost of IDR 5,000,000

3.2.4.2 Development and sales process

Caynilv has been in business as of July 7, 2021. Caynilv has a monthly record, making it easier to evaluate so that his business can continue to grow. In the period of one month Caynilv managed to sell several types of products with the following explanation:

Table 3. 1 Caynilv sales products (per July 2021)

Product description	Target in RBB proposal	Achievement realization	Achievement	Description
Types of products	Calluna Wrap Pants Culotte 	- already realized - sales since July 16, 2021.	achieved	Marketed through Instagram, Tiktok and collaborate with influencers or bought by the influencers themselves.

		- 186pcs sold.		
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Based on the table above, it can be concluded that during the first month of business, Caynilv managed to sell 186 pieces of clothing products with a total income of IDR 22,320,000. This amount is good enough for the beginning of a Caynilv business, considering that Caynilv only has limited start-up capital in running his business.



CHAPTER IV IDENTIFICATION AND PROBLEM SOLVING

4.1 Identification of Problems

In running a business can not be separated from the problems or obstacles that will occur. It is true that problems and obstacles can arise in business operations at any time. If there is no way to avoid these problems or difficulties, they must be dealt effectively. The challenges don't just affect large-scale businesses or organizations; Many medium or small businesses, including small and medium enterprises, and micro often face problems both internally and externally. There are various scales at which difficulties and obstacles can arise, from small-scale problems that are easy to solve and don't involve many people to large-scale problems that take a long time, a lot of money, and involve a lot of people. Of course, there are acceptable actions or effective solutions for any problems that arise in the company's operations. There are only a few things that can be reviewed from the four managerial roles related to Caynilv's business operations. These problems are as follows:

Table 4. 1 Caynilv Business Problems or Obstacles

Based on the four aspects of management

Management Function	Problem	Priority Scale
HRM	Lack of human resources to help complete the work of management staff, one of which is in the packaging process, so that management staff are less effective in carrying out their activities.	4
Operational	The availability of raw materials in the form of incomplete fabrics and fluctuating choices of fabric colors at supplier stores.	3
Marketing	Lack of brand awareness of Caynilv and lack of market share reach on social media.	1
Finance	Unprofessional recording of cash flow and stock taking	2

4.2 Theoretical Review

Based on the problems and obstacles of Caynilv which are divided into four management functions in the previous sub-chapter, Caynilv had four problems, each of which consisted of four aspects of the management function and had a different priority scale. In chapter 4, the author took the problem with the highest priority scale, namely the lack of brand awareness of the local Caynilv brand and the lack of market share reach on social media in the marketing management function. So to solve these problems the authors took several theories related to these problems, namely:

1. Brand Awareness

Brand awareness is how consumers associate a brand with a particular product. Besides that, brand awareness is very necessary for the emerging communication process, namely top of the mind awareness (Sasmita and Norazah, 2015: 66). Currently, competition is not only limited to the functional attributes of the product but is already associated with the brand (Chamid and Ichsan, 2017: 3). Brand awareness is a measure of how many customers in a market can recognize or remember about the existence of a brand in a particular category, and the more people are aware of a brand, the easier it is for them to make judgments about what to buy. Meanwhile, brand awareness according to Asri and Gaddafi, (2018) is defined as the ability of potential customers to recognize or remember the brand which is part of the product category Asri and Gaddafi, (2018). According to Kotler and Keller (2016: 268), brand awareness is divided into several dimensions, namely:

1. Brand Recognition
Brand recognition is a dimension in which the level of awareness of a respondent about a brand is measured by providing assistance. Questions for brand recognition provide assistance by mentioning the characteristics of the brand's product.
2. Brand Recall
Recall is the dimension where the brand is mentioned by respondents after

mentioning the brand that was first mentioned as the first question about a product category.

3. Top Of Mind
Top of mind is the dimension in which a brand is the first to be mentioned or remembered by respondents when they are asked about a product category.
4. Unaware of Brand
The lowest level in the brand awareness pyramid is Unaware of brand, where consumers are not aware of the existence of a particular brand.

2. Social Media Marketing

Social media is a place for individuals to advertise their goods or services through online channels, as well as identify products that meet certain criteria which are influenced by many elements that can promote purchases. Based on the explanation of one of the articles, it says that social media marketing is a fairly effective way to generate conversions for business. Entrepreneurs or individuals who want to try doing business must use this strategy to increase brand awareness and traffic. Social media marketing is a digital marketing strategy that is implemented through social media platforms or social networks. Promotion strategies through social media can use content, in the form of photos or videos.

According to Gunelius (2011: 59-62) there are four elements that are used as variables for the smoothness of social media marketing:

1. *Content Creation*

The basis of any social media marketing plan is to create engaging content; this content should reflect the personality of the company so that the target customers can trust it.

2. *Content Sharing*

Sharing content with social networks can help a company's network and online audience grow. Depending on the type of material being shared, sharing can generate indirect sales.

3. *Connecting*

Social networks allow a person to meet more people who share the same interests.

A wide network can build relationships that can generate more business. Honest and careful communication must be considered when doing social networking.

4. *Community Building*

The social web is a vast online community in which interactions between people using technology occur from all over the world. Social networks allow the creation of online communities with similar interests.

3. Market Share

Market share is the percentage of sales or business volume controlled by a certain company or brand in a certain market compared to the total sales or business volume of all competitors in the same market in a certain period of time. Market share helps a company to understand how big and how strong its position is in the market. This allows the company to evaluate its business performance and make better decisions regarding marketing strategy and product development. As an indicator of business performance, market share can help a company understand its position in the market and compare its business performance with its competitors. The greater the market share of a company, the more dominant its position in the market and the higher the profit it can get. Because, getting market share is a big goal for many companies because of its relationship to company profits, the more sales in the market, the more profits they receive (Stevenson, 2014).

4.3 Problem Solving

After implementing several strategies in an effort to solve Caynilv's main problem regarding the lack of brand awareness of Caynilv products and the lack of market share reach on social media. So, the main problem faced by Caynilv that needs to be addressed is to increase brand awareness of local Caynilv brands. The level of Brand Awareness towards local Caynilv products is still at a low level where consumers do not know that the brand exists. This is also influenced by several factors that cause a lack of brand awareness of the local Caynilv brand as cited by (Chamid in Ichsan, 2017: 4) When brand awareness of Caynilv products is formed, consumers will tend to buy the brand, because they will feel safe with something familiar. Factors that can affect increasing brand

awareness are (1) inconsistent in advertising, (2) lack of meaning when creating content and (3) limited budget for advertising activities such as endorsements.

Another problem experienced by the Caynilv business is the lack of reaching market share on social media and Caynilv's online store. This is the impact of problems regarding brand awareness of the Caynilv brand which results in a lack of traffic visits on social media and Caynilv's online store. So that these two problems make it difficult for Caynilv to reach more market share on social media or online stores that can become potential customers. In addition, Caynilv also has not carried out live streaming activities that routinely and consistently share videos on social media to increase brand awareness and market share for Caynilv products. This is due to the limited time that Caynilv members have to carry out marketing activities. Thus Caynilv in solving the problem by using the right timing.

From the problems above, Caynilv implemented several strategies to solve the problem effectively and efficiently, namely by implementing a social media marketing strategy and a marketing communication strategy. In Caynilv's social media marketing strategy, the focus is on building awareness, memory, and action on the brand, the business of Caynilv products is in accordance with what was stated by Gunelius (2011) regarding social media marketing by using several variables to make social successful. media marketing namely:

a. Content Creation

In this variable, Caynilv created content that is interesting to the audience in doing marketing on social media. So that the content must be able to adjust and represent the personality of a business so that it can be trusted by target consumers. In this variable Caynilv used the social media platform TikTok as the main platform. On social media Tiktok Caynilv focused on creating interesting and aesthetic content through Tiktok

videos, with the following content:

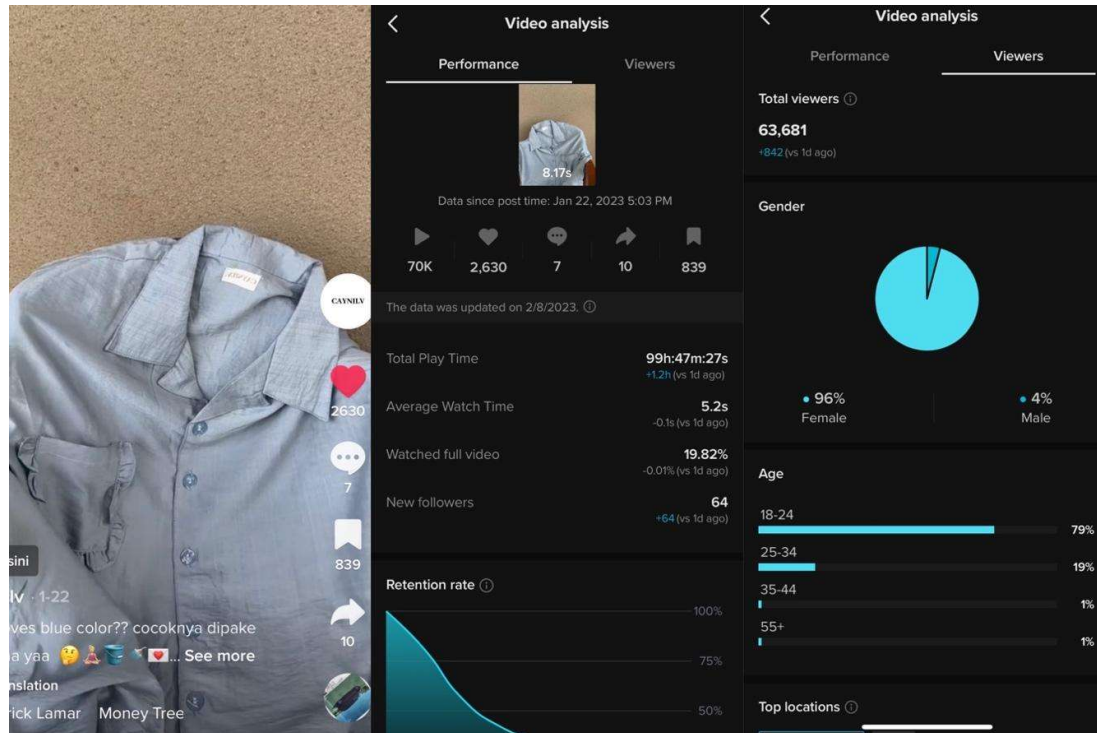


Figure 4. 1 analysis of content about detailed video content of shirt-type clothing on the tiktok account @caynilv

In this content, Caynilv tried to provide video content that is simple but interesting because the videos aimed to make potential customers to see real product references from Caynilv. Because in terms of lighting, video capture, and detailed content can reflect the personality of Caynilv's business. In the content analysis image, it can be seen that the first content reached 63,681 viewers with 2,630 likes.

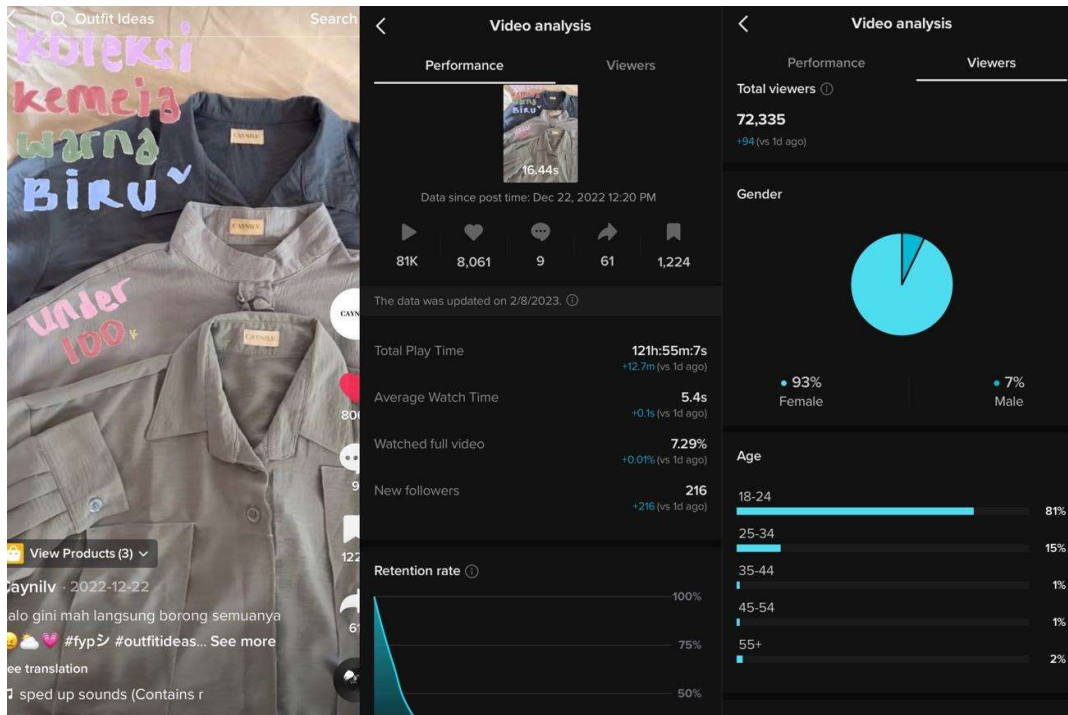


Figure 4. 2 content about the various types of blue shirt colors on Caynilv

In the content on product recommendations for blue shirts, Caynilv tried to provide references to variations from the blue collection of Caynilv products. As well as providing references to shirt products that are trending to product choices for shirt products that are timeless in fashion circles based on Caynilv's own observations. In the content analysis image it can be seen that the content can reach 72,335 accounts with 8,601 combined likes from Caynilv's TikTok followers and non-followers, 1,224 content savings, and 3 profile visits. While the second content can reached 165 accounts with

83% non-followers, 3 likes, and 216 new followers.

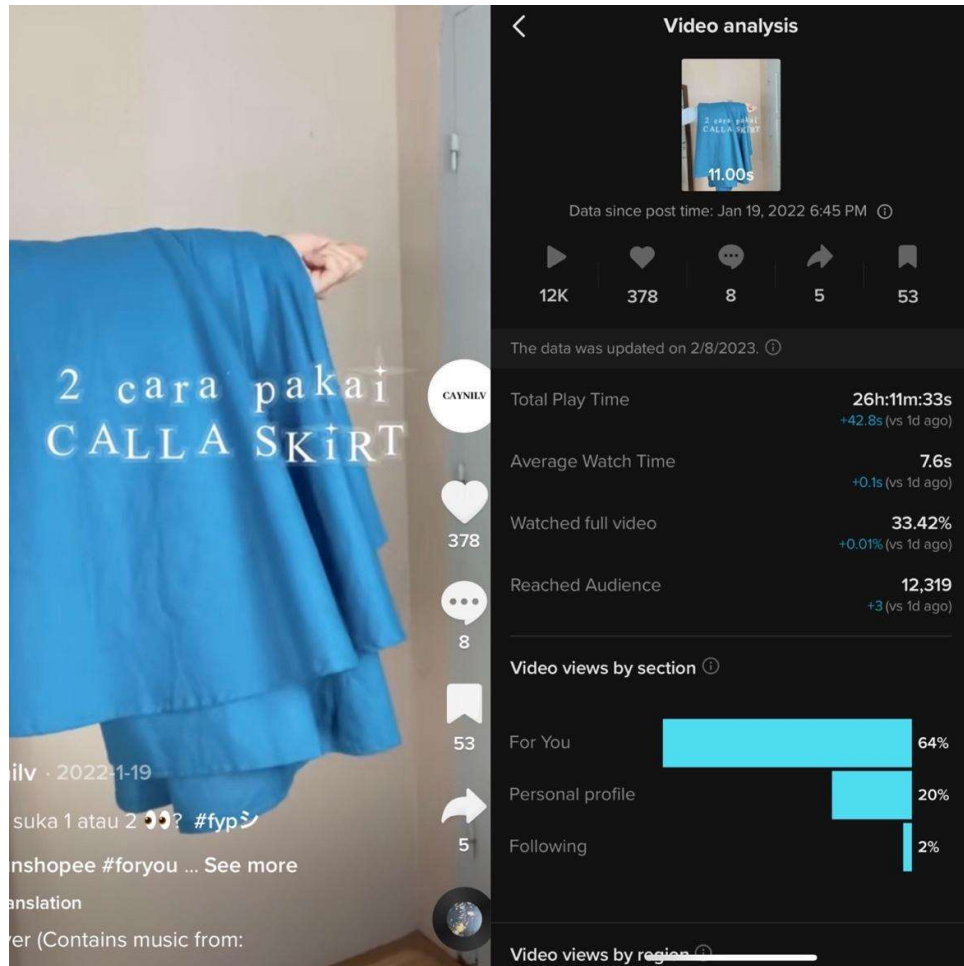


Figure 4. 3 video content on how to wear a caynilv skirt on the TikTok @caynilv post.

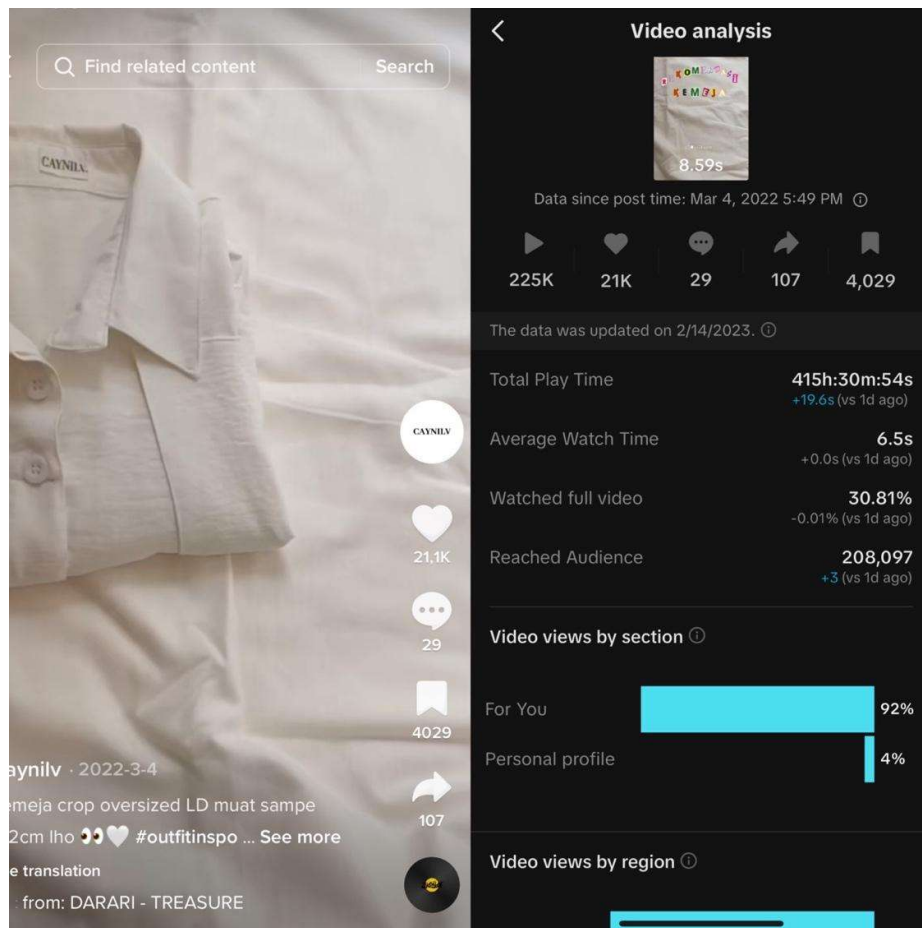


Figure 4. 4 new product video content from Caynilv and content analysis on TikTok posts on the TikTok @caynilv account.

In content about how to use skirt type products, Caynilv provided reference content on how to use skirts that can be worn in 2 styles so that customers and potential customers can get an idea if they have this skirt product. In the content analysis image, it can be seen that the first content can reach accounts with 64% not from Caynilv followers, 378 likes, 8 comments, and 53 content savings. While the second content can reached 92% of TikTok accounts non-followers, 21 thousand likes, 4,029 thousand content savings.

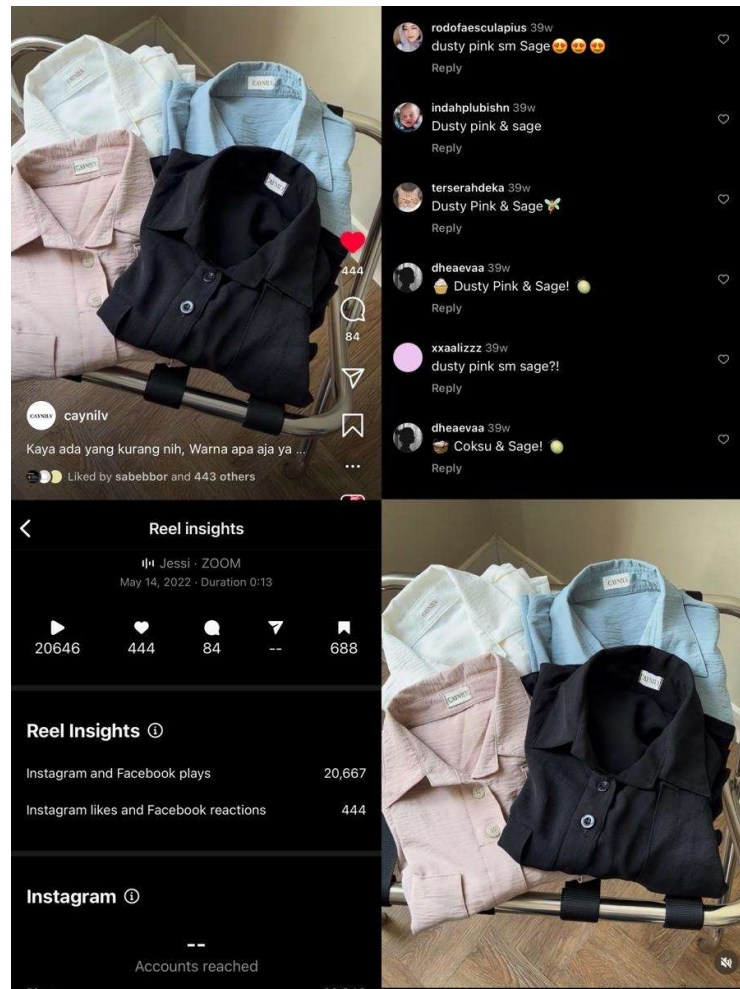


Figure 4. 5 video content about the colors of one of the Caynilv shirt collections.

On content about a collection of shirt product colors, Caynilv posted on the Instagram social media platform to increase traffic and expanded audience reach. Apart from that, Caynilv also built relationships with account followers so that there is a relationship between the audience and the brand. In the content analysis image it can be

seen that content can reached 20,667 accounts with 20,446 viewers from followers and non- followers, 444 likes, 688 content saving.

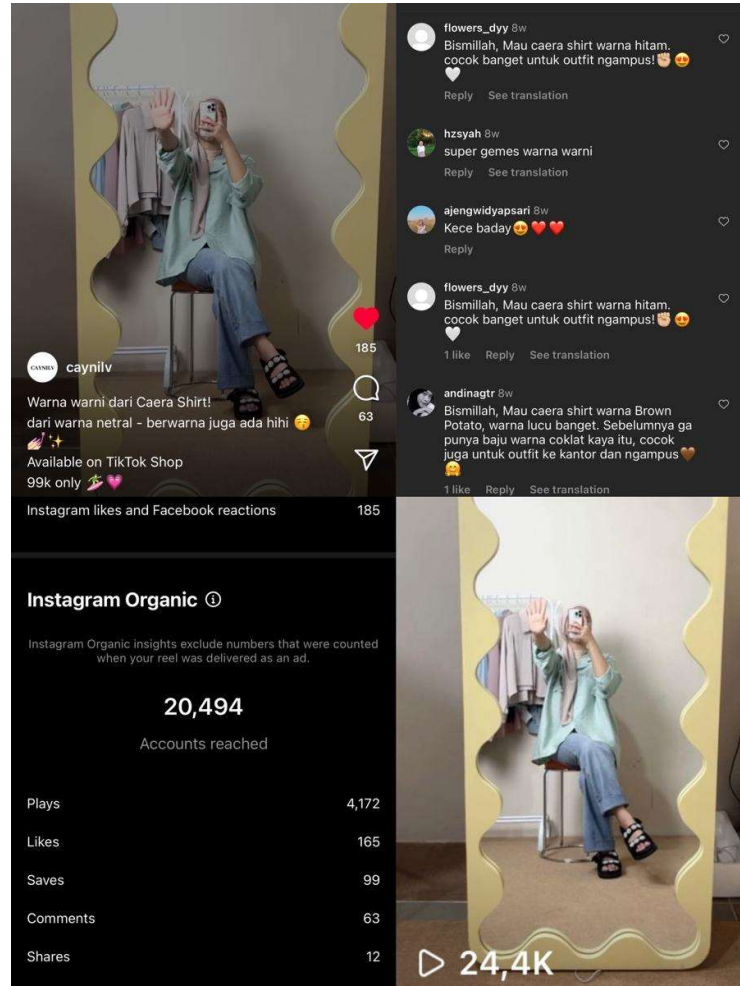


Figure 4. 6 video content about injured shirts when worn.

In content about new products, Caynilv provided references to the use of the available colors, Caynilv tried to provide high-quality videos so that potential buyers can see colors clearly and in accordance with the original, as well as provide references on how to use the new product. In the content analysis image, it can be seen that the first content can reach 24.4k viewers with 185 likes, 63 comments, 12 shares, and 99 content savings.

Table 4. 2 Recapitulation Content Creation

Figure	Content	Viewers	Likes	Saving
4.1	Detailed video content of shirt-type clothing	70k	2,6k	839
4.2	Various types of blue shirt colors on Caynilv	81k	8,0k	1,224
4.3	How to content on how to wear a Caynilv Skirt	12k	378	53
4.4	Introduce new product from Caynilv	225k	21k	4,029
4.5	The colors of Caynilv shirt collections	20,6k	444	688
4.6	Injured shirts when worn	24,4k	185	99

Based on Table 4.2 it can be concluded that the form of content creation implementation can run well and have a good impact so that it can help increase brand awareness and sales traffic.

b. Content Sharing

In this variable, Caynilv distributes promotional content to various influencers on social media to help expand business reach and network as well as a larger online audience. Sharing content can generate indirect and direct sales depending on the type of content being shared. In this variable Caynilv used the social media platform TikTok

as the main platform. On social media, TikTok focussed on directly promoting content created by business owners themselves in order to get wider reach and engagement, with promotional content as follows:

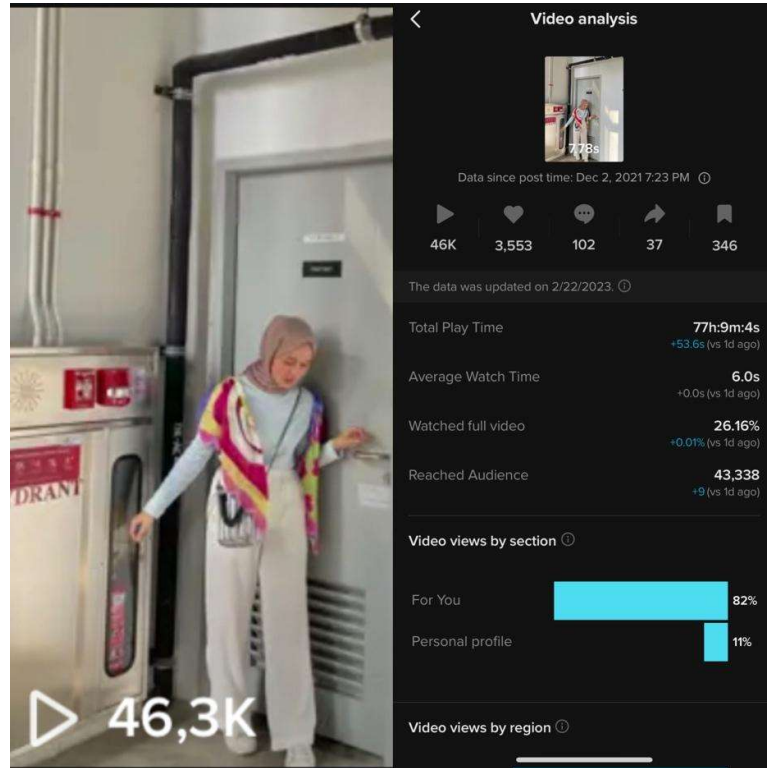


Figure 4. 7 video content about product recommendations accompanied by Caynilv products

The promotional content created by Caynilv through TikTok by utilizing the personal account of business owner @rihabsbra contained product promotions available on Caynilv. The content aimed to promote indirectly and get wider reach through posting videos that had a large number of TikTok engagement rates. From the content

analysis picture, people can see that the content has a total of 46.3k viewers, 3,553 likes, 102 comments and 82% of viewers were not from total followers.

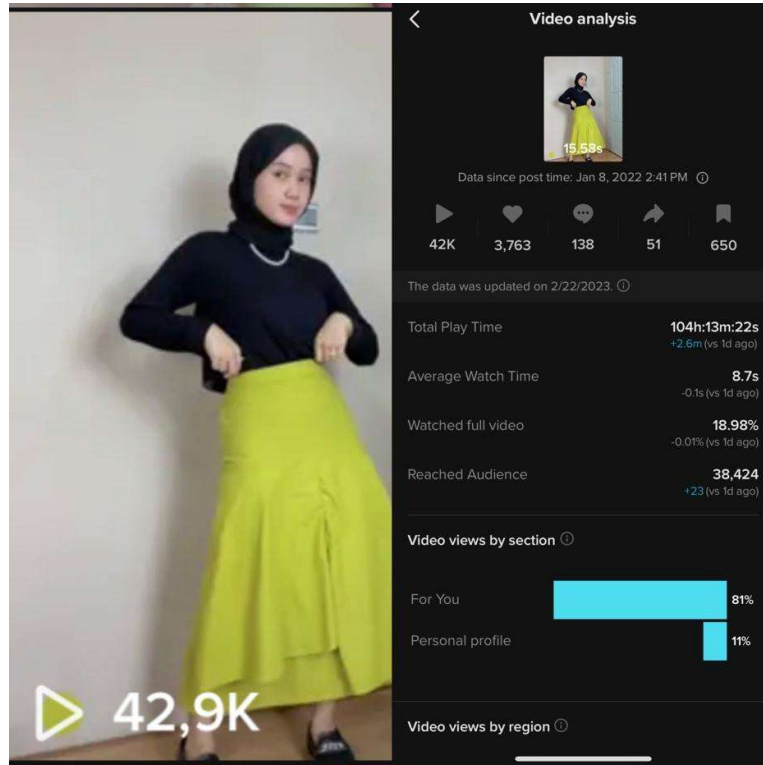


Figure 4. 8 video content about outfit references using skirt products from @Caynilv.

Promotional content created by Caynilv via TikTok by utilizing the personal account of business owner @rihabsbra contained product promotions available on Caynilv using trending songs. The content aimed to promote indirectly and get wider reach through posting videos that had a large number of TikTok engagement rates. In

the content analysis image it can be seen that the content has a total of 42.9k viewers, 3,763 likes, 138 comments and 81% of viewers were not from total followers.

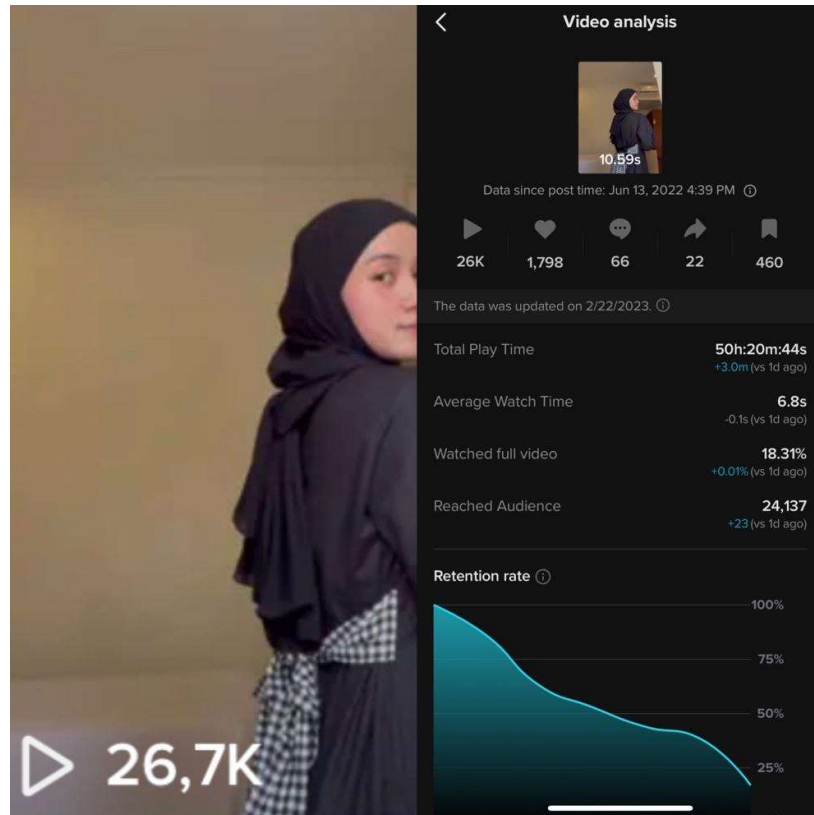


Figure 4. 9 video content on how to wear Camila Dress on the @rihabsbra TikTok account.

The promotional content created by the Caynilv business owner through TikTok by utilizing the personal account of the business owner @rihabsbra used the video concept "get ready with me" using Caynilv's new product using a song that matched the video concept. The content aimed to promote indirectly and get wider reach through posting videos that had a large number of TikTok engagement rates. In the content

analysis image it can be seen that the content has a total of 26.7k viewers, 1,798 likes, 66 comments and 83% of viewers were not from total followers.

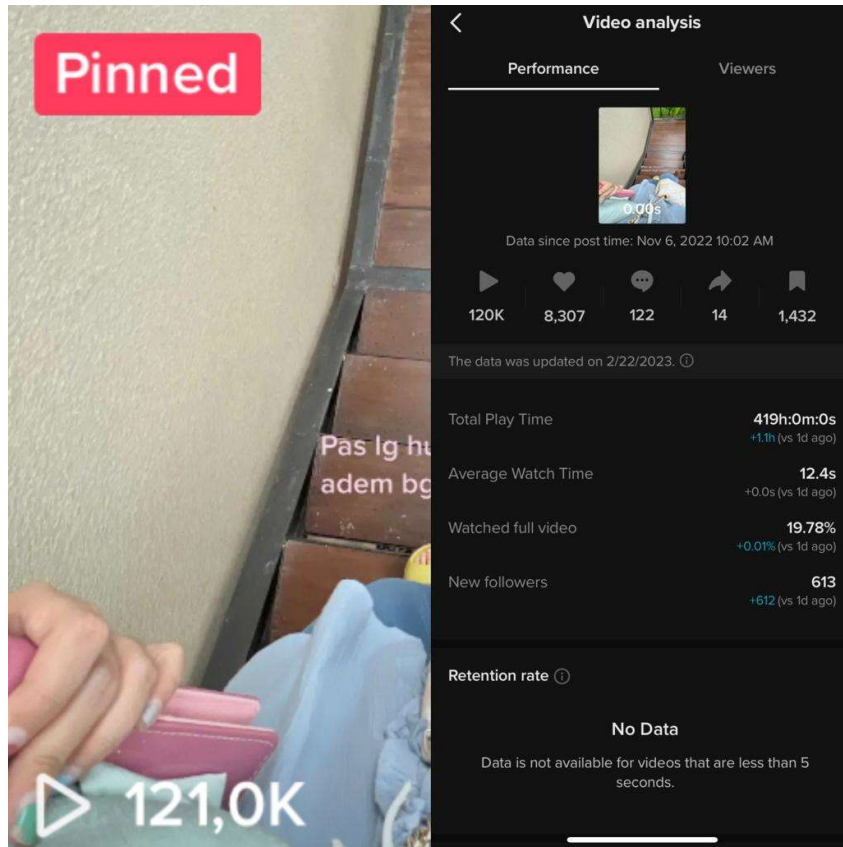


Figure 4. 10 video content about the story behind Caynilv's travel photos on the TikTok account @rihabsbra.

Promotional content created by Caynilv business owners through TikTok by utilizing trending songs can help improve videos so that videos can go viral with a large number of likes and viewers. The content used storytelling methods about the story behind each photo taken by the account owner to indirectly promote Caynilv products and get a wider reach through posting videos that had a large number of TikTok engagement rates. In the content analysis image it can be seen that the content has a total of 120k viewers, 8,307 likes, 122 comments and 94% of viewers were not from total followers..

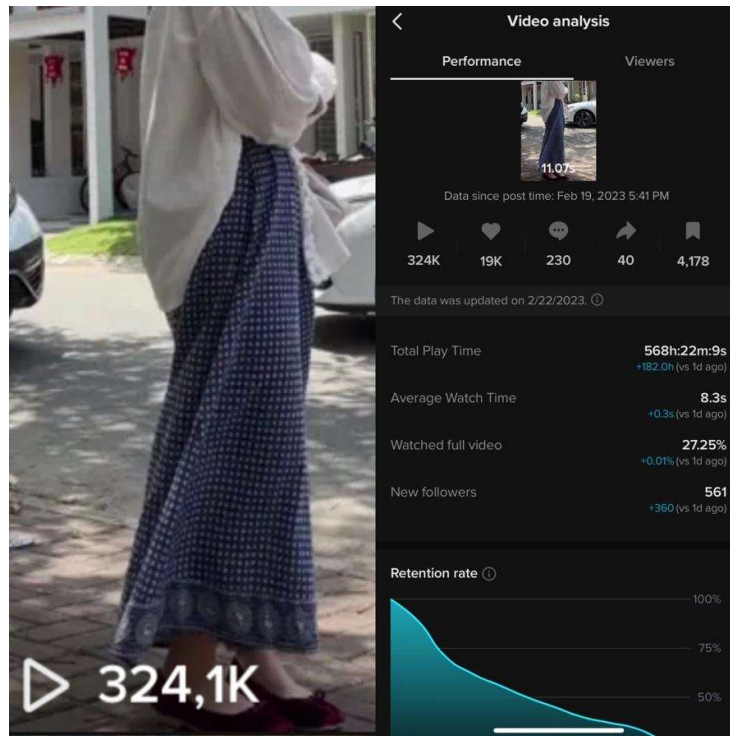


Figure 4. 11 video content about promoting new products from Caynilv on the TikTok account @rihabsbra.

The promotional content created by Caynilv business owners through TikTok used a video concept about the outfit of the day using one of Caynilv's products as a complement to the outfit. The content aimed to promote indirectly and get wider reach through posting videos that had a large number of TikTok engagement rates. In the content analysis image, it can be seen that the content has a total of 324.1k viewers, 19k likes, 230 comments and 98% of viewers were not from total followers.

c. Connecting

In this variable Caynilv sought to expand and build good relationships with many audiences by paying attention to marketing communication strategies, as well as generate more business by expanding and building relationships with other business behavior (affiliators). In this variable Caynilv always provided simple but interesting captions with language that is not too standard, and implements two-way communication which always asks questions or throws opinions at the audience on social media. The copy is done on

Instagram social media, either through Instagram post photos. or Instagram story, with the following content:

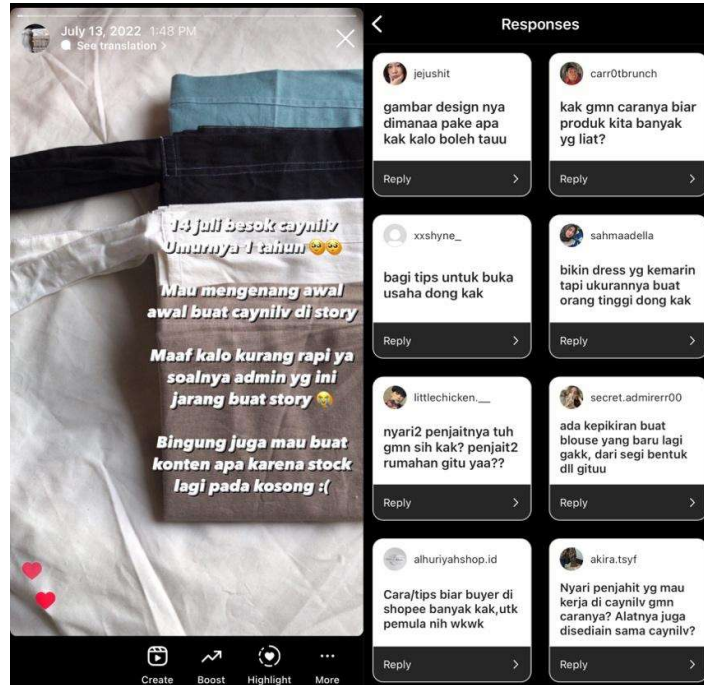


Figure 4. 12 video content about sharing business with Caynilv Instagram followers.



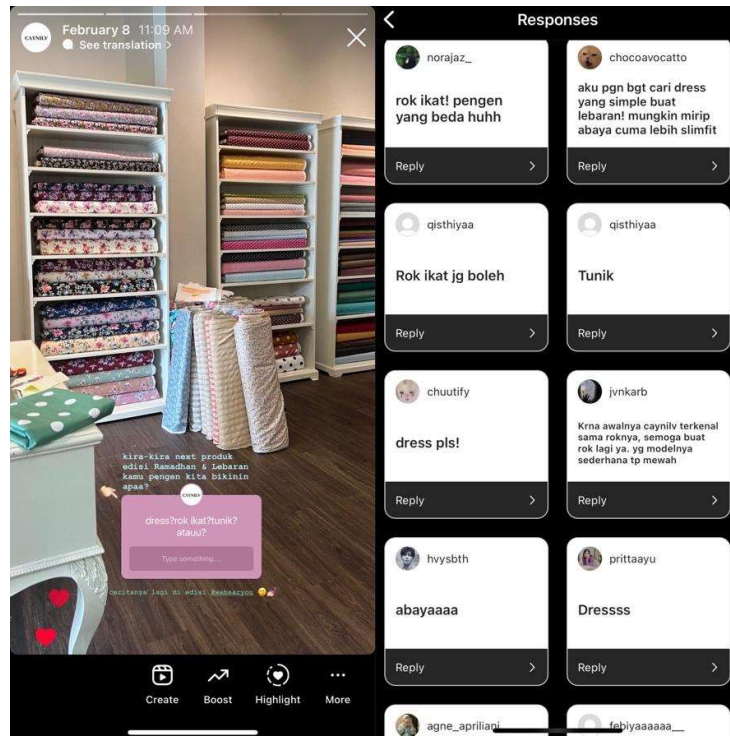


Figure 4. 13 QnA content about asking Caynily followers for their next new product.



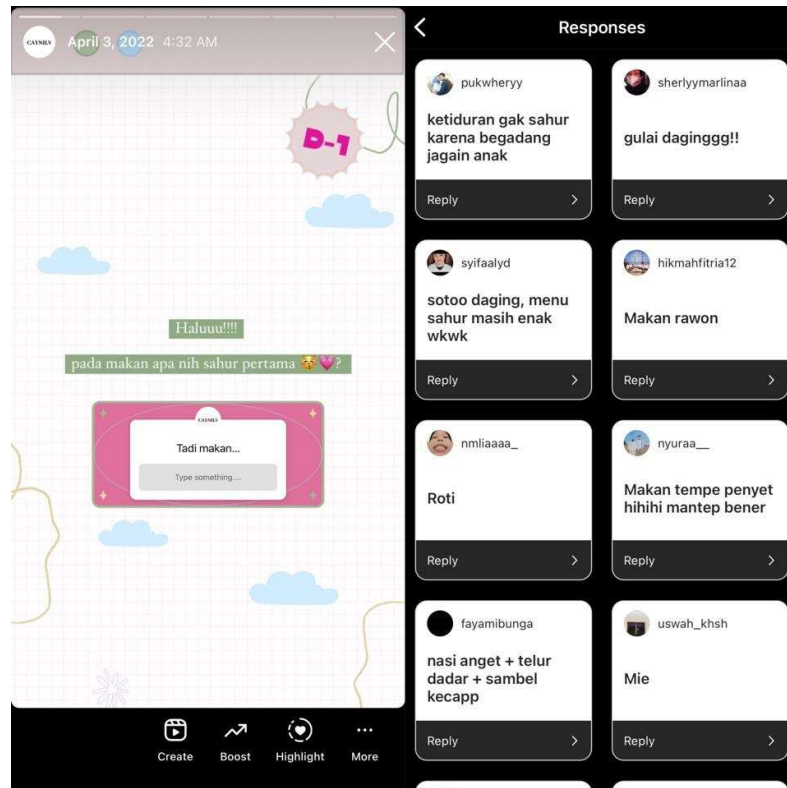


Figure 4. 14 make QnA with followers to interact.

caynilv Haiii haiii
 untuk merayakan 10k followers
 Caynilv adain giveaway 🥳!
 Hadiyahnya nanti bakal ada 2 Calla skirt (size & warna tergantung permintaan dari pemenang) dan ada 2 upcoming cullote {{ untuk 4 pemenang, 1 produk untuk 1 pemenang }}
 Rulesnya:
 - Pastin kamu sudah follow akun Instagram & Tiktok Caynilv
 - Like, comment dan tag 3 teman kalian di postingan terakhir di Tiktok
 - Kirim bukti melalui DM Instagram berupa Screenshoot jika kalian sudah follow, Like & Comment di akun Tiktok kita 😘💕
 Notes: pemenang akan diumumkan tanggal 28 November dan akan di undi, break a leg 🍀!
 View all 58 comments

Figure 4. 15 created a product giveaway with caynilv followers on Instagram.



Figure 4. 16 created a new product giveaway with Caynilv followers on Instagram @caynilv.

d. Community Building

In this variable Caynilv tried to build Community building because it has a very important role in marketing strategy. This is because community building allowed businesses or organizations to build closer and more sustainable relationships with their customers or target market. In the process of community building, a business or organization can build a community of people who share the same interests or needs. In this way, they can build brand awareness, expand market reach, and strengthen customer loyalty. In the applied marketing communication strategy, in this case . Therefore it is hoped that in the future Caynilv will form this community building.

Thus, Caynilv carries out good, interactive communication to improve relationships with consumers through social media platforms, where social media makes it possible to communicate with many people.. Because according to Flew this phenomenon arose because new media allowed its users to use the widest possible space in new media, expand the widest possible network, and show a different identity than that of those users in the real world (Flew, 2002).

Caynilv also carried out 3 stages of marketing communication strategy According to Moriarty (2009) before the company carried out a series of promotions, there were three stages of marketing communication strategy that needed to be carried out by the company, namely determining marketing objectives, determining segmentation and targeting, and determining differentiation and positioning for maximize and optimize content or promotions on Caynilv social media. In more detail the three will be explained as follows:

a. Marketing Communication Objectives

The first stage in Caynilv's marketing communication strategy was to determine marketing objectives, to increase sales, increase brand awareness, and increase traffic on Caynilv's social media and online stores.

b. Segmentation and Targeting

At the segmentation stage, Caynilv identified specific groups in the market whose wanted and needed can be met by Caynilv products. Caynilv's targeting is women aged 15-50 years who have various types of work and preferences. Who is active on social media and has an interest in fashion, especially clothing.

c. Differentiation and *Positioning*

At this stage Caynilv needed to determine where the differentiation point is to make quality, unique clothing products at affordable prices, have a variety of product designs that are characteristic of Caynilv, and provide basic to colorful colors. Whereas in Positioning Caynilv placed its products as local products that have guaranteed quality so that they can compete cooperatively to meet consumer needs. So that the quality is no less guaranteed than international products so that it can attract the confidence of the audience so they can trust and be proud of using local products.

4.4 Problem Solving Results

After executing several strategies in an effort to solve Caynilv's main problem regarding the lack of brand awareness of the Caynilv brand and low traffic to Caynilv's online store, CAYNILV got the results of solving the problem as follows:

a. Increasing Social Media Followers Instagram and TikTok Caynilv

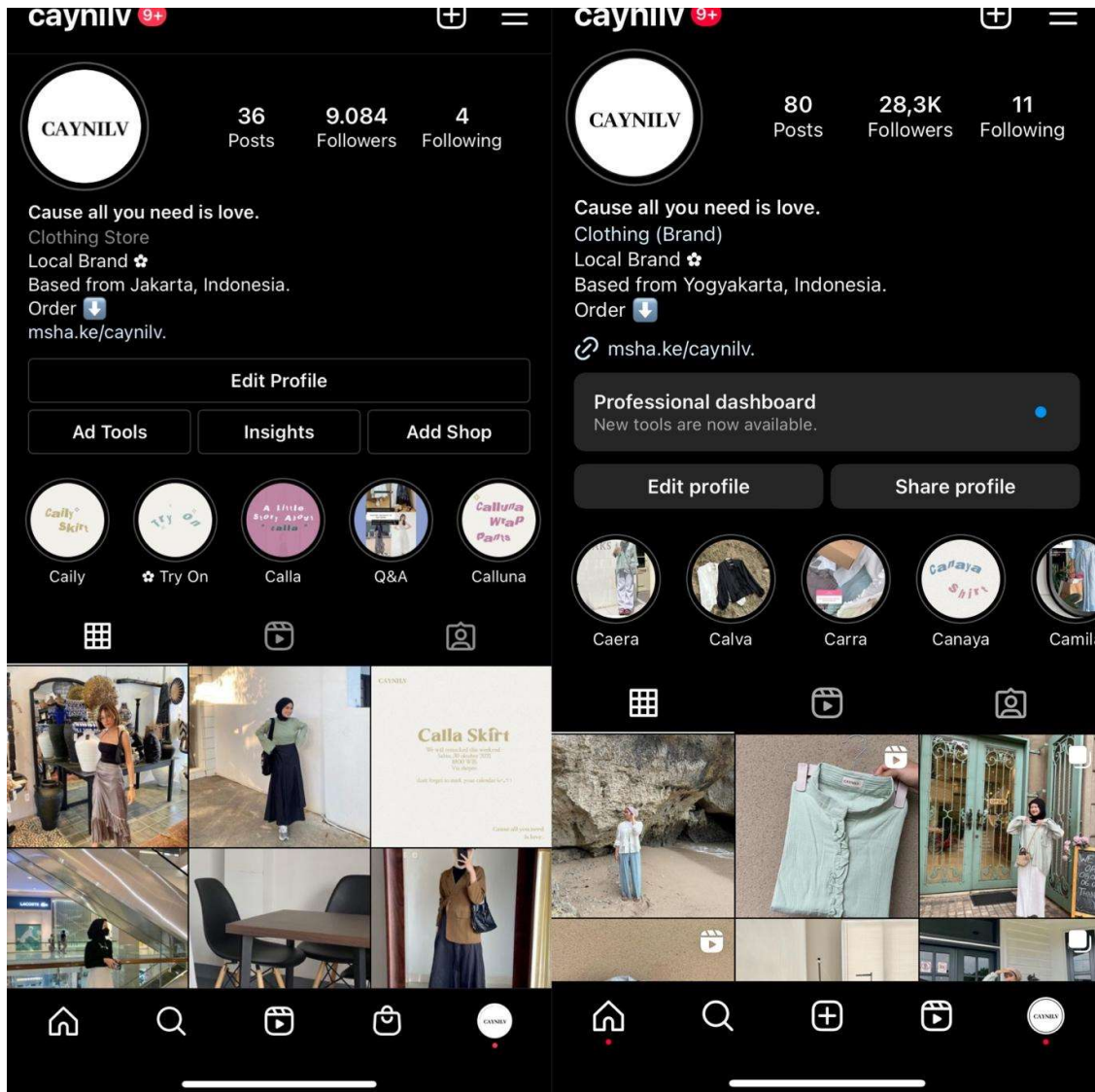


Figure 4. 17 comparison of followers of Instagram social media account @caynilv before and after implementing a problem solving strategy.

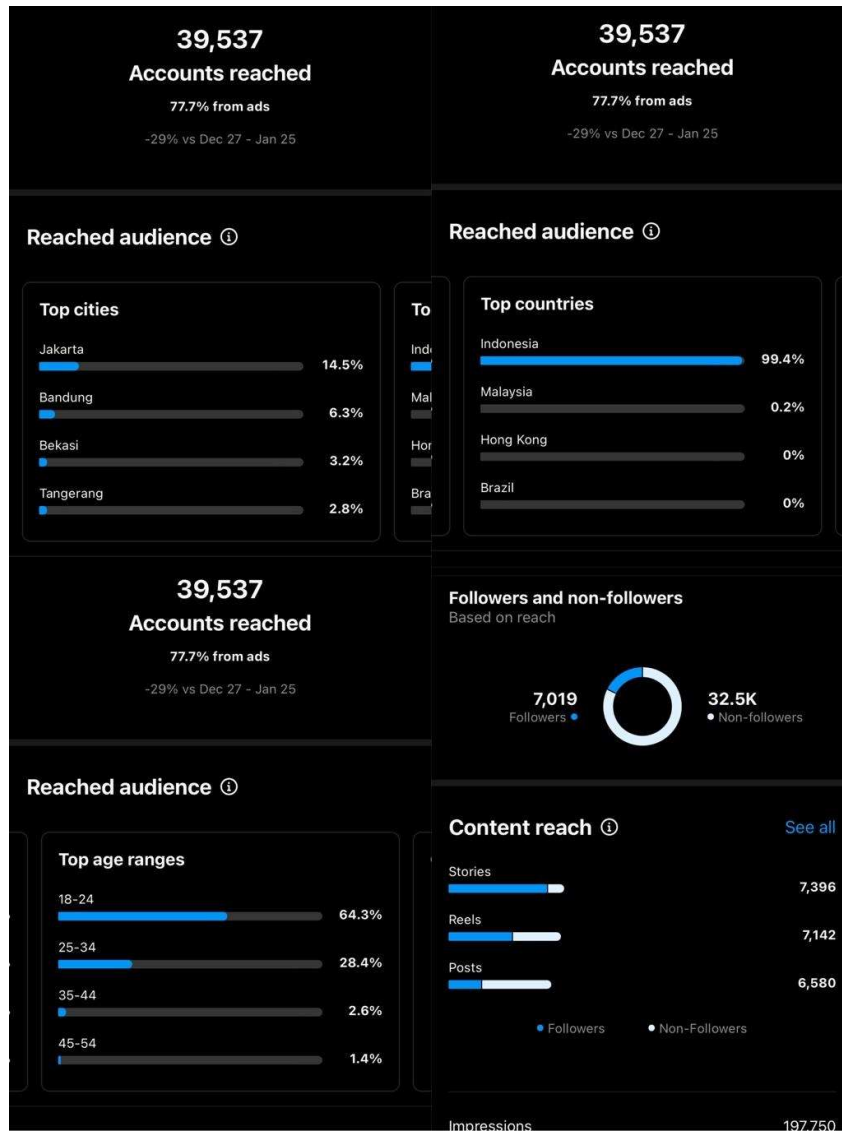


Figure 4. 18 statistical analysis of the audience and followers of the Instagram social media account @caynilv.

Based on figures 4.16 and 4.17, it can be concluded that there was an increase in followers on Caynilv's Instagram social media account, from initially only 9,084 followers to 28.3k followers with a total addition of 19,216 followers after implementing a problem solving strategy through social media marketing and marketing communication strategies.

b. Increased followers and traffic on the Caynilv online store

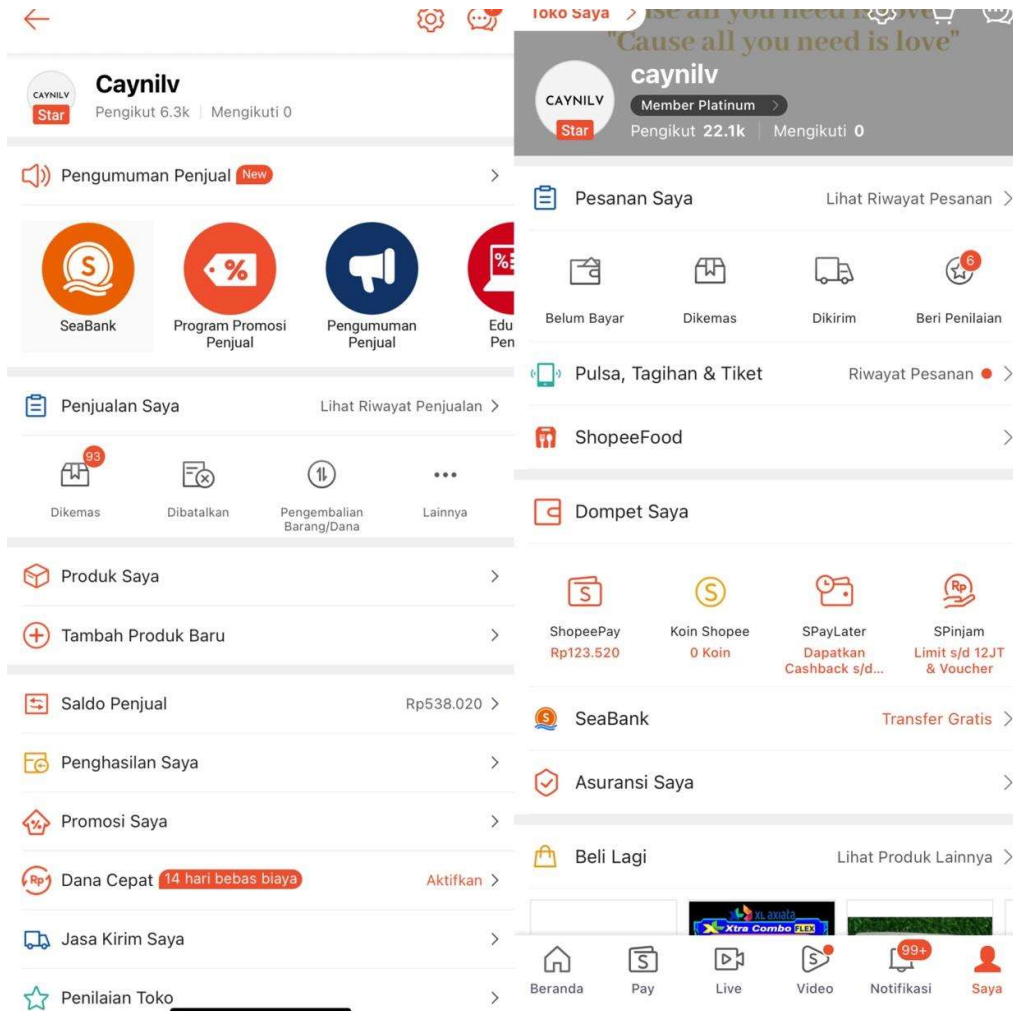


Figure 4. 19 comparison of followers of Caynilv online store accounts in the Shopee marketplace before and after implementing a problem solving strategy..

Figure 4.19 showed a significant increase in followers of the Caynilv online shop in the Shopee marketplace, which was originally 6.3 thousand followers to 22.1 thousand followers after implementing a problem solving strategy.



Figure 4. 20 analysis of Caynilv online store traffic statistics on the Shopee marketplace after executing a problem solving strategy.

Figure 4.20 showed a significant increase in traffic at one of Caynilv online stores, which are in the Shopee marketplaces. In the Shopee marketplace on March, people can see an increase in traffic after Caynilv implemented a problem solving strategy, there were 84.4 thousand visitors or an increase of 56% and products were viewed 269.9 times or an increase of 53% with a conversion rate of 1.1%. Meanwhile, April saw a significant increase after Caynilv implemented a problem solving strategy where the product was viewed 335.6 times or an increase of 335.6 times or an increase of 24% with a conversion rate of 1.4%.

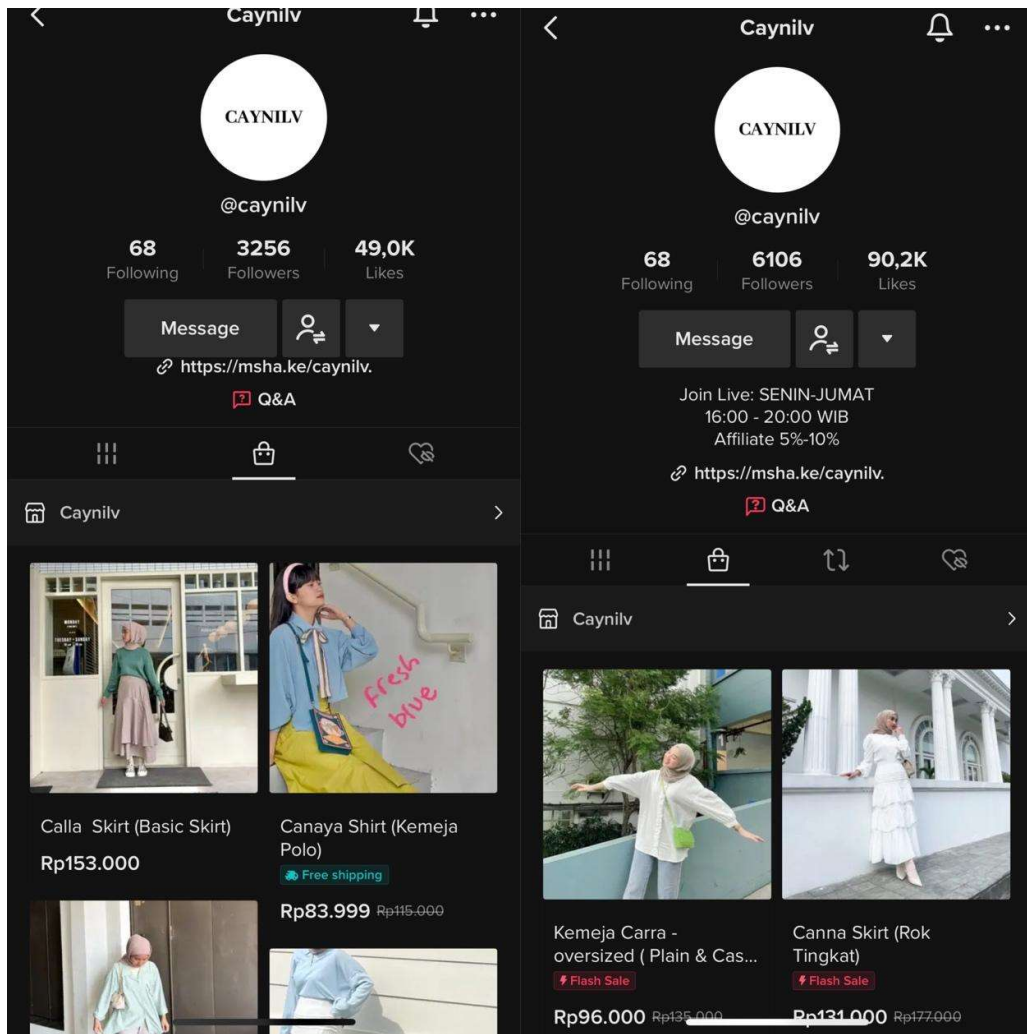


Figure 4. 21 comparison of followers of the Tiktok social media account @caynilv before and after implementing a problem solving strategy.

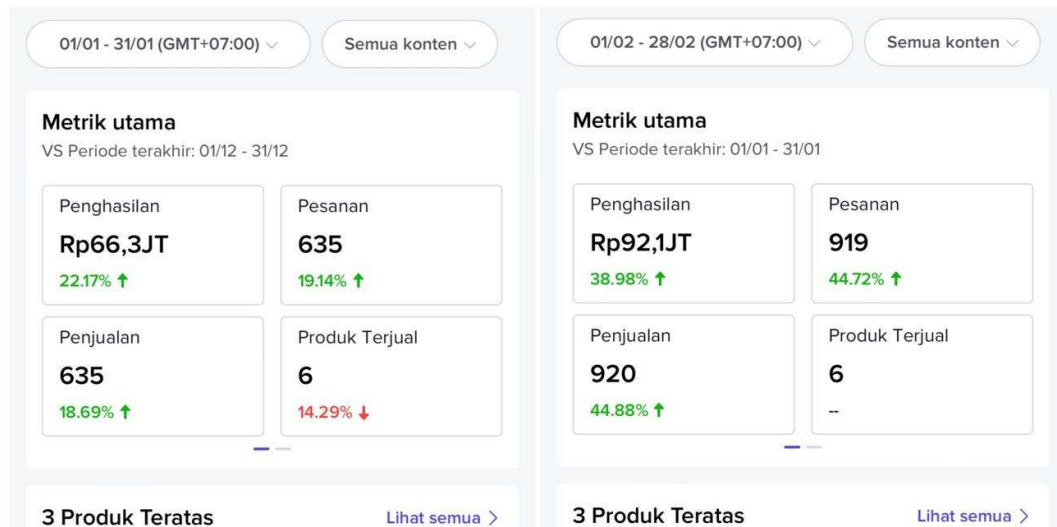


Figure 4. 22 analysis of Caynilv online store traffic statistics on the TikTok Shop marketplace after executing a troubleshooting strategy.

There is a significant increase in traffic at the Caynilv online store which is in the TikTok Shop market place. In the TikTok Shop market place in January, there was a significant increase after Caynilv implemented a problem-solving strategy where the product was viewed 173.52 times. while in February there was an increase from the previous month's product views of 242.61 times or an increase of 39.82% compared to the previous month.

c. Increased sales of Caynilv products

Table 4. 3 Periodic Caynilv Product Sales Report
(20 January 2023 – 20 February 2023)

No.	Product	Price	Q	Amount
1	Carra Shirt	99.9999	473	47.499.785
2	Caera Shirt	99.999	349	33.607.080
3	Canna Skirt	150.000	37	5.535.398
4	Caily Skirt	119.000	19	2.623.423

5	Canaya Skirt	89.000	18	1.577.618
6	Calva Blouse	99.999	28	2.623.423
TOTAL			924	93.694.925

Based on table 4.2, it can be seen that during the period of carrying out the problem solving strategy (20 January 2023 – 20 February 2023), Caynilv managed to experience fluctuations in business or an increase and decrease in sales during the period of carrying out the problem solving strategy by selling 924 clothing products with a total revenue of IDR 93,694 .925 and sales increased by 59.6%. Tops clothing products Carra shirts became the type of shirt with the highest number of sales with a total of 473 pieces and experienced an increase of 77.5%. Followed by 349 Caera Shirts (increased 59.3%), 37 Canna Skirts (-5.8%), 19 Caily Skirts (4% increase), Canaya Shirts 18 (decreased - 25%), and 28 pieces of Calva Blouse (new product). So based on the number of sales, it can be concluded that Caynilv experienced fluctuations in sales and increases and decreases in sales are a natural thing in business. These two things are a good first step for Caynilv in developing and running the business in the next few years.

CHAPTER V

CONCLUSIONS AND RECOMMENDATION

5.1 Conclusion

From a series of analyzes and problem solving strategies regarding the lack of brand awareness of the Caynilv brand and the lack of traffic and audience reach on social media and online stores (market places), the following conclusions can be drawn:

1. Social media marketing strategies and marketing communication strategies can be carried out with little budget but still have a big impact on brand awareness of a brand.
2. Content with simple copywriting that gives questions and opinions to followers on Instagram stories so that they have high enough interaction with followers.
3. Using content references that are currently viral on other social media has a fairly high reach in social media marketing, followed by using the social media platforms Instagram & TikTok as the main platforms. On social media, TikTok focuses on directly promoting content created by business owners themselves in order to get wider reach and engagement.
4. The problem-solving strategy undertaken by Caynilv resulted in a significant increase in followers and traffic on Caynilv's social media Instagram and TikTok (increasing 2,850 to 15,800), on the Shopee marketplace there were 84.4 thousand to 92.2 thousand visitors and products were viewed by 53%. Whereas in the TikTok marketplace, it can be seen that after carrying out a problem-solving strategy, there were 263.38 thousand views of the product.
5. After implementing several problem-solving strategies, Caynilv's sales increased by 59.6% with a total revenue of 93,694,925.

5.2 Recommendation

Based on the results of implementing the strategy and conclusions above, the suggestions and recommendations for prospective entrepreneurs who will be involved in the fashion business, especially fashion clothing, are as follows:

1. Before running a business, prospective entrepreneurs must first do research on product trends, styles, and fashion developments that are currently busy in the market
2. Prospective entrepreneurs must also create a Value Proposition Canvas (VPC) and a business model canvas (BMC) to be able to determine the segments and business models to be implemented so as to provide an overview of the relationship between customer segments and value propositions.
3. Prospective entrepreneurs must be able to provide an overview in the form of business targets regarding the development of their business within the next 5 years.
4. Before starting a business, prospective entrepreneurs must determine and make a capital budget according to management aspects so that the business can run effectively.
5. In the fashion business, prospective entrepreneurs must be prepared to face intense competition between competitors.
6. Prospective entrepreneurs must be prepared for the ups and downs of a business because this is a natural thing to happen.
7. In the marketing aspect, prospective entrepreneurs must be able to dare to determine marketing plans and strategies to increase brand awareness on social media to online stores.

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