

## ENTREPRENEURIAL INTEREST TOWARDS CLOTHING BUSINESS (CASE STUDY TOWARD KEBAYA AND KAMEN)

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### Abstract

*This study aims to analyze the entrepreneurial interests toward clothing business, with kebaya and kamen business as case study. This is a descriptive research with qualitative approach. The sample consisted of students from the sixth semester of the Hospitality Management Study Program. Data was collected through observation, interviews, and documentation. The data analysis technique used was data reduction, data display, and conclusion drawing/verification.*

*The result showed generation Z students have a high interest in developing clothing businesses, particularly in kebaya and kamen. They tend to utilize social media platforms as their business platforms and focus on providing positive customer experiences to build customer loyalty. The students also make creative and unique marketing strategies to increase brand awareness and expand their customer base. However, they face obstacles such as intense competition, lack of information, resources and support systems. The main issue is to motivate themselves to be consistent and disciplined in work, and to establish good cooperation.*

**Keywords:** *entrepreneurial, interest, clothing, business.*

### Introduction

The world is constantly changing at a dynamic pace, influenced by technological advancements, societal conditions, natural changes, and other factors. We are currently in the era of the fourth industrial revolution and society 5.0, and the younger generation, specifically Generation Z, is expected to have the skills and experiences needed to thrive in the future. Generation Z, with their critical thinking skills and willingness to take on new challenges, tends to pursue entrepreneurship, particularly in the clothing business.

Entrepreneurship involves more than just producing and marketing goods and services; it includes creating, developing, and managing new or existing businesses with innovation, creativity, risk-taking, and the courage to achieve success and growth. Entrepreneurship also involves creating value for consumers, society, and the environment through socially responsible leadership and innovation. According to Peter F. Drucker, Joseph Schumpeter, and Howard Stevenson (Zander et al., 2002), entrepreneurship offers a range of benefits for Generation Z, especially since new businesses have the potential to create jobs and support the overall economy.

Generation Z is a generation that has grown up with rapidly developing technology and a constantly changing world. As a result, they tend to look for new ways to succeed and achieve success differently from previous generations. Being

an entrepreneur is essential for Generation Z, as it offers many benefits, such as job creation and economic support. Additionally, Generation Z tends to seek out experiences and creativity, with a desire to build their own businesses and become successful leaders in the future.

Becoming an entrepreneur also provides opportunities for Generation Z to gain experience and practical knowledge related to their studies. They can apply the skills they have learned in the classroom to real-life contexts and gain new insights into how businesses are run in the real world. Entrepreneurship can also help Generation Z support the government in achieving economic goals, such as increasing productivity and economic growth. By starting new businesses, Generation Z can create new job opportunities and boost the economy in their region.

This text encourages research on entrepreneurial interest towards clothing business, specifically among students of Politeknik Pariwisata Bali who choose to pursue the clothing business, particularly in clothing such as kebaya and kamen. The research questions include: how interested are Politeknik Pariwisata Bali students in entrepreneurship related to kebaya and kamen? Are kebaya and kamen still attractive to Generation Z at Politeknik Pariwisata Bali? What are the strengths and weaknesses of the kebaya and kamen business for Generation Z?

### Literature Review

Entrepreneurship goes beyond simply producing and promoting products or services. It encompasses generating, advancing, and handling novel or current ventures with originality, resourcefulness, the willingness to take chances, and the bravery to attain triumph and advancement.

1. Formerly research on entrepreneurial interest toward fashion business

A study conducted by Choi and Lee (2017) titled "Entrepreneurship in the Fashion Industry: A Study of New and Small Firms" investigated entrepreneurship practices in the fashion industry, particularly in new and small companies. The study used an online survey method to gather data from 214 respondents from new and small fashion companies in South Korea. The research found that innovation, supply chain management, and branding are key factors that influence the performance of new and small fashion companies. This study was published in the international journal "Journal of Fashion Marketing and Management" in 2017 by the publisher Emerald Group Publishing (Choi & Lee, 2017).

A study conducted by Farah Bhatti, Iqbal Ahmad, and Muhammad Saeed Khan in Pakistan in 2015 titled "Entrepreneurship and Economic Development: A Case Study of Pakistan's Fashion Industry" aimed to evaluate the impact of the fashion industry on economic development in Pakistan and identify key factors that affect business development in the fashion industry. This study used a qualitative approach with in-depth interviews of 10 fashion industry entrepreneurs in Pakistan. The research found that the fashion industry has great potential to contribute significantly to economic growth in Pakistan. However, major challenges faced by entrepreneurs in this industry include limited access to financial resources, a shortage of quality human resources, and low levels of technical and managerial knowledge. To overcome these challenges, the study suggested expanding access

to financial resources, better training and development of human resources, and increasing technical and managerial knowledge for entrepreneurs in the fashion industry (Bhatti et al, 2015).

A study on entrepreneurship in the fashion business was conducted by Sarwoko Mangkoedihardjo in 2019 titled "Entrepreneurship in the Indonesian Fashion Business: Opportunities and Challenges". This study was conducted by collecting data through observation, interviews, and documentation of fashion business practitioners in Indonesia. The research found that the fashion business in Indonesia has great opportunities to develop due to the dynamic growth of the economy and changes in people's lifestyles. However, fashion business practitioners in Indonesia also face challenges such as fierce competition, a lack of government support, and intellectual property issues (Mangkoedihardjo, 2019).

Previous research on entrepreneurship in the fashion industry conducted by Widiastuti's (2018), titled Prospects and Challenges of the Fashion Business for Beginner Entrepreneurs. This study aimed to identify the business prospects and challenges faced by beginner entrepreneurs in the fashion industry. The author used interview methods with six beginner entrepreneurs in the fashion industry. The research found that the fashion business has enormous and continuous growth prospects, especially in the digital era. However, challenges faced by beginner entrepreneurs in the fashion industry include intense competition, high production costs, marketing issues, and a lack of experience and knowledge about business. The author also suggested that beginner entrepreneurs use social media and information technology to market their products.

A study was conducted by Puspasari and Handayani (2020) titled "The Influence of Entrepreneurial Interest and Personality on Business Success in the Fashion Business". This study aimed to identify the influence of entrepreneurial interest and personality on business success in the fashion business in Malang City. The research found that entrepreneurial interest and personality influence business success in the fashion business. Additionally, factors such as capital, creativity, marketing, and management also have a significant influence on business success in the fashion business. This study was conducted using a survey method and questionnaires as a data collection tool. The study sample consisted of 100 respondents who were fashion business owners in Malang City.

The description illustrates the global development of the clothing business, which involves the application of technology and innovation to attract customers, as well as a systematic management approach adopted by entrepreneurs in the current era, in response to the challenges and obstacles.

## 2. Entrepreneurial, genZ, and clothing business

Entrepreneurship encompasses generating, advancing, and handling novel or current ventures with originality, resourcefulness, the willingness to take chances, and the bravery to attain triumph and advancement. Entrepreneurship involves generating significance for consumers, society, and the environment through responsible leadership and innovative approaches. Entrepreneurship brings forth numerous benefits for Generation Z, specifically since new businesses can provide job opportunities and contribute to the growth of the economy (Drucker, Schumpeter, Stevenson, 2002).

Gen Z, also known as the IGeneration, is the demographic cohort that follows the Millennials and precedes Generation Alpha. While there is some variation in the exact birth years, Gen Z is generally considered to include individuals born between the mid-1990s and the mid-2010s, with some sources setting the range from the late 1990s to the mid-2000s. Gen Z is the first generation to grow up fully immersed in a digital world, having never known a time without the internet, smartphones, and social media. As such, they are highly connected and adapted at using technology for communication, entertainment, and information-gathering (Adi Pratama & Santi Diwyarthi, 2023).

Some characteristics associated with Gen Z include a strong emphasis on social justice and activism, a preference for authenticity and transparency in communication and branding, a desire for personalization and customization, and a tendency towards entrepreneurship and self-employment. However, it is important to note that individual differences and variation within the cohort are also significant factors to consider.

As a generation that enjoys trying new things and unexpected challenges, Gen Z has started many fashion businesses. In fact, Gen Z is able to gain the trust of customers due to their wide social network, enjoyment of interacting with others, keeping up with fashion trends, and utilizing the latest technology in marketing (Supertini, 2016, Dwi Harumi, 2016, Santi Diwyarthi, 2023).

In the past, the people of Bali did not know about traditional clothing such as kebaya and kain as the proper attire when going to the temple. Instead, they wore kain or kamen as their daily attire, including during religious ceremonies (Heriani & Wardana, 2018). As a part of culture, traditional clothing always develops dynamically with space, time, and the people who uphold the culture. Likewise, kebaya has evolved to become a part of traditional clothing in Bali, especially for women who wear kebaya with a kamben and hair styled in a bun (sanggul).

The development of traditional clothing during globalization showcases various styles and designs of kebaya that are not only functional but also rich in variations. This has resulted in various businesses related to kebaya and kamen flourishing in Bali. Despite the inevitable effects of globalization, it also creates great opportunities, particularly in the form of business opportunities. This phenomenon has enabled the development of traditional clothing, such as kebaya and kamen, to grow and thrive (Mantra, 2016).

Several factors influence the tendency to wear traditional clothing, including role models or models wearing traditional clothing, the development of modified traditional clothing, combination or blending of clothing for practical, economical, and efficient purposes, and business developments that create business opportunities (Heriani and Werdana, 2018, Hawa et al., Siti et al, 2018).

The description explained that entrepreneurial involves generating significance for consumers, society, and the environment through responsible leadership and innovative approaches. Entrepreneurship brings forth numerous benefits for Generation Z, specifically since new businesses can provide job opportunities and contribute to economy growth. Generation Z are highly connected and adapted at using technology for communication, entertainment, and information-gathering. The research shows a growing trend in businesses related to

clothing, indicating the interest of millennials in kebaya and kamen as clothing business.

### Research Methodology

The purpose of this study is to analyze entrepreneurial interest on clothing business among Generation Z. The sample are 32 students of Politeknik Pariwisata Bali at Hospitality Management Program Study semester 6. A descriptive research with qualitative approach design was conducted on March, 2023. Data collection techniques used were observation, interviews, and documentation. Data analysis techniques used were data reduction, data display, and conclusion drawing/verification.

### Results and Discussion

There were 32 individuals were used as the research sample, the students from the sixth semester of the Hospitality Management Study Program at Politeknik Pariwisata Bali. The respondents consist of 19 female students (59,37%), and 13 male students (40,63 %). The research utilized interview, observation, and documentation study methods. There were 32 students, and 12 students among them (37,50%) chose clothing business. The others choose handycraft business (4 students or 12,5 %), culinary business (7 students or 21,88 %), game online jockey (1 student or 0,31 %), sport center business (3 students or 9.38 %), and other business (5 students or 15,63%).

The students highlighted the significance of internet technology in marketing to support sales. However, 18 students (56.25%) recognized the challenges and obstacles in business such as tough competition with other online businesses, lack of information, inadequate capital or resources, absence of support systems from institutions and the government for novice business owners to participate in events. The primary concern is to motivate themselves to maintain consistency and discipline in work and establish good cooperation.

Generation Z is highly interested in clothing businesses due to several reasons. Firstly, the market for the business is still widely open, providing many opportunities for entrepreneurs to succeed. Secondly, Generation Z enjoys interacting with diverse groups of people, making kebaya and kamen businesses a means to meet different people. Thirdly, technology plays a crucial role in increasing Generation Z's interest in clothing businesses. With the easy marketing of kebaya and kamen businesses through innovative internet technology, entrepreneurs can use social media and e-commerce platforms to expand their market reach and increase their business competitiveness.

The discussion above explains the research on the interest of Generation Z in developing clothing businesses, which tends to increase due to several factors such as the still widely open market, the hobby of interacting with diverse groups, and the ease of marketing businesses through innovative internet technology.

Politeknik Pariwisata Bali students who are interested in entrepreneurial activities toward clothing businesses tend to use social media platforms such as Instagram, Facebook, and TikTok as their business platforms. They prioritize providing a positive customer experience, both in terms of product quality and

service, to build customer loyalty. They tend to be more innovative in kebaya design by combining traditional and modern elements to fit current market preferences. They have a strong social and environmental awareness, utilizing eco-friendly materials and supporting local communities.

The students who have kebaya and kamen as their clothing business make creative and unique marketing strategies, such as creating appealing content on social media to increase brand awareness, offering personalized kebaya and kamen consultations to match the customer's unique personality, providing a wide selection of kebaya clothing packages, and relying on word-of-mouth marketing to expand their customer base. In conclusion, the passage highlights that the challenges in business originate from internal and external factors.

### Conclusions

The entrepreneurial interest towards clothing business is high among generation Z students. Generation Z students have a high interest in developing kebaya and kamen business. They tend to utilize social media platforms as their business platforms and focus on providing positive customer experiences to build customer loyalty.

The students also make creative and unique marketing strategies to increase brand awareness and expand their customer base. However, they face obstacles such as intense competition, lack of information, resources and support systems. The main issue is to motivate themselves to be consistent and disciplined in work, and to establish good cooperation in kebaya and kamen business.

### Acknowledgement

This research is useful in understanding that Generation Z is interested in the fashion business, including kebaya and kamen. By having discipline and focus on work, expanding market share, and receiving support from the government and institutions, the clothing business developed by students will surely succeed

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