

Basita : A Home Made Clothing Business by Utilizing Patchwork and New Fabrics to Reduce Unemployment Due to the Covid-19 Pandemic, and Use Online Media More Effectively for Marketing and Expression Purposes

Novita Priska A.M dan Joni Agung Sudarmanto

Universitas Negeri Malang, Malang

novita.priska.2002536@student.um.ac.id; joniagung.fs@um.ac.id

Abstract

The development of the current era has changed the pattern of people's lives, especially with the Covid-19 pandemic which has hit Indonesia and even the world for a year. The impact of the Covid-19 pandemic in Indonesia is very much felt, one of which is mass layoffs carried out by several companies due to weak market demand, limited capital assistance, and limited cash flow, especially to finance labor salaries which are the highest component of company costs, explained the Vice Chairman. General Kadin Indonesia, Shinta W Kamdani told Liputan6.com. These mass layoffs led to increased unemployment and weakened economic performance, which had an impact on the employment situation in Indonesia. In overcoming this problem, Basita clothing business is expected to be able to help the victims of layoffs to get back to work and be able to restore the economy in their families. This clothing product can also support the appearance of young people to be more confident in creating creative content. Using online marketing will be very effective because of the increasingly active social media users in this Covid-19 pandemic era and have a wider market reach.

Kata Kunci: *clothing, pandemic Covid-19, layoffs*

1. INTRODUCTION

The development of the current era has changed the pattern of people's lives, especially with the Covid-19 pandemic that has hit Indonesia and even the world for a year. The impact of the Covid-19 pandemic in Indonesia is very much felt, one of which is mass layoffs carried out by several companies due to weak market demand, limited capital assistance, and limited cash flow, especially to finance labour salaries which are the highest component of company costs, explained the Vice Chairman, General Kadin Indonesia, Shinta W. Kamdani told in Liputan6.com. These mass layoffs led to increased unemployment and weakened economic performance, which had an impact on the employment situation in Indonesia.

In addition, due to the Covid-19 pandemic, the government has imposed Large-Scale Social Restrictions (PSBB) and Work from Home (WFH) so that all activities are carried out online. Due to this regulation, the use of social media has become more active than before. Apart from being used for work purposes, social media is also used as a forum for expression for young people today.

With this clothing business, it is hoped that it can help the layoff victims to get back to work and be able to restore the economy in their families. This clothing product can also support the appearance of young people to be more confident in creating creative content.

Using online marketing will be very effective because of the increasingly active social media users in this Covid-19 pandemic era and have a wider market reach.

2. METHOD

2.1 Business Development Timeline

2.1.1 Collecting raw materials

The raw materials collected are patchwork and several other materials such as new cloth, sewing thread. Patchwork is collected from convection business that are no longer used.

2.1.2 Doing production with a team

Product production includes a sketch and design process that will be applied using screen printing techniques on t-shirts.

2.1.3 Product marketing

Product marketing to potential consumers will be done through social media in the form of Instagram, Twitter, Facebook, e-commerce, and others. Products will also be promoted through events that match this product.

2.1.4 Finding and training employees

Employees are taken from people who have experienced layoffs at their previous work, both parents who are still productive, adults, and young people. This employee search will be focused on the community Kediri, especially the community around the production site.

2.2 Product Type and Specifications

Product produced in this business focus on the clothing business in the form of t-shirt for distribution. Complementary products will be provided to support life and products sales from this business because consumers are more interested in running out of business that provide many product choices or variations.

2.2.1 Distribution shirts

This distribution t-shirt uses premium quality new fabrics. Then this shirt is sewn carefully and with a common size. Then the shirt will be screened with a previously designed image. This product prioritizes the materials used and the design images are simple but cool.



Figure 1. Distribution t-shirts
(Shining Bright, n.d.)

2.2.2 Patchwork shirt

T-shirt made of patchwork will be sewn according to the previously made design, then finished to make it more attractive. This product emphasizes the uniqueness and simple design. This patchwork t-shirt requires mix and match skills to be able to create a good and attractive patchwork t-shirt.



Figure 2. Patchwork t-shirt
(Waskita, n.d.)

2.3 Impact of Business for the Community

2.3.1 *Creating job opportunities for the community*

During this pandemic, many workers have been laid off at their previous work. Therefore, we took the initiative to open a job opportunity to accommodate workers who were laid off to have new jobs. Not only that, for people who don't have skills in this field will receive training for 2 months so that they are proficient in the field that we will be involved in.

2.3.2 *Provide training to people who want to join*

The local community must have different backgrounds, that's why we hold basic training for those who are new to this and advanced training for those who have mastered the basic skills for free. After that, they will be placed in a section that matches their talents and interests in helping to build this clothing company.

2.4 Marketing and Sales Strategy

2.4.1 *Market trend and growth*

Currently many people, especially young people are starting to express themselves through simple but contemporary outfits. It is also supported by the increasing number of new tourist attractions in various areas that are suitable as photo spots. This shows that the public has high enthusiasm for local brands that sell contemporary simple outfits and will support this product to continue to grow.

2.4.2 *Competitive environment*

There are many business or business that are scattered everywhere, but I will give a cheaper price than the others. In addition, we also open opportunities for customers to express their own image designs or layout designs on regular t-shirts or patchwork t-shirts that they will order. That's why our business can be said to be different from others.

2.4.3 *Business barrier*

There are no business barriers that directly deal with the products we manufacture. In the end, the business barrier is competitors who imitate or are almost the same as the business concept we offer or technical constraints.

2.4.5 Long term business opportunity

This business has a long term opportunity because people, especially young people, are increasingly aware of the clothes they wear, making it possible for our company to continue to grow. There are also many people who have passion or skills in the field of design and fashion so that the production process will not be hampered by human resources.

2.4.6 Segmentation

The segmentation of this product is among young people who like contemporary fashion and like to express themselves through the outfits they wear. In this segmentation, we don't have a specific target because our products can be used by all ages, both men or woman.

2.4.7 Target market

This product from Basita will be marketed to potential consumers through online and offline media by utilizing social media and exhibitions that we will participate in. When our company has achieved the set target, we will open several stores in various cities with convenient and strategic places to increase the target market wider.

2.4.8 Positioning

Basita is positioned as a product that emphasizes the elements of creativity and innovation in it. The use of materials from used and new materials will be the hallmark of this product. This product also uses a custom concept as a container for the creativity of the customer.

2.5 Marketing

2.5.1 Online marketing

Online marketing through social media in the form of Instagram, Facebook, or through e-commerce in the form of Shopee or Tokopedia, etc. online marketing is very suitable because now everything can be affordable with cell phones, especially when there is a Covid-19 pandemic so that people are limited to leaving the house. The current trend of buying and selling online is considered very suitable to be applied in this business. The use of paid promote and endorse methods is also very suitable for introducing new products.

2.5.2 Offline marketing

Offline marketing here is in the form of participating in exhibitions and distributing brochures, business cards, or leaflets when we are participating in the exhibition so that consumers will remember this product and have information on how to buy the product when they return home. Apart from that, we also put up posters on campuses considering that our target audience is also students.

2.5.3 Provide discounts for customers

For the first 5 customers we will give discounts to attract other customers. After many enthusiasts, we will gradually give discounts on special moments such as for example on Basita's birthday.

2.6 Human resources

Because our business is still in the form of a design, when the initial stage of production will be carried out by the CEO and only a few people. When Basita's production is running

smoothly and stable, we will add new workers to assist the production process considering that the amount of production will continue to grow in the future. There are no special specifications to find employees, the most important thing is willing to learn, diligent, and hardworking. The candidates we will recruit are also prioritized for people who are and are still productive age, this aims to speed up and simplify training and the production process later.

2.7 Means

The production site is carried out in the city of Kediri, East Java. In this location there is also a densely populated community village where many human resources don't have jobs. This location is also quite close to major convection locations and textile fabric providers. The distance from the location to the city center is also close so that it will make it easier to access various places, for example, places for delivery of goods, places to buy raw materials, and places to market products. The city of Kediri is also considered a suitable city for business. Raw materials are easy to find in Kediri city. In addition, employee wages are also relatively low when compared to other big cities.

3. CONCLUSION

During this pandemic, there are a lot of unemployed due to layoffs carried out by large companies to small factories due to the decline in sales turnover and the company's inability to pay its employees. Therefore, Basita is presented to help the unemployed have a job again. Anyone is welcome to apply, even if their expertise is not in line with the clothing field, Basita will provide training for 2 months for employees to work in a more organized manner.

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