Analysis of skill fashion designer

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Abstract. Fashion is always evolving. A fashion designer must have a corresponding hardskill and sofskill were with the character of each fashion. The purpose of this research was analyzed fashion designer. This type of research is qualitative, descriptive. Data retrieval method using interviews and documentation. The interview was conducted against 5 persons with educational background designer. The results showed that was fashion designer is as follows. the ability to communicate, creativity, reckless, capable of working together, confident, have a good time management, negotiation ability, being able to have a create a stress is able to analyze the market.

1. Introduction

Fashion is one of the important industries in the world that contributed significantly to the global economy. According to Euromonitor International in 2014, clothing and shoes reached 1.7 trillion us dollars, and projected to grow to 2.2 trillion u.s. dollars in 2019 (Kate Abnett, 2016). Indonesia could become one of the fashion Center of the world in 2025. The desire rolling since 2012 there is reason. The first reason, is the potential of the economy. Triawan Munaf, Head of the Agency's Creative Economy mentions, fashion is the largest subsector in the creative economy, capable of contributing 31 percent of earnings in the sector. The second reason, the creativity of the designers Indonesia votes able to compete at the forefront of the global fashion industry. The Ministry of industry through the Directorate General of small and medium Industries claimed the current industry craft and fashion Indonesia ranked-36 of 138 countries. (Wibawaningsih, 2017).[1] This position, up from the previous one there at 41 in 2016. (Tempo, 2016). This point has arranged 35 cluster development roadmap industry priorities, such as the fashion industry.

Fashion industry, in addition to the extensive coverage, as well as multilevel: excellence (haute couture), quality (ready-to-wear), and snobbery (mass-production) (Gavin Waddell, 2004).[2] How Fashion Work: Couture, Ready-to-Wear and Mass Production, Blackwell). "Fashion is something you wear. It's not something you put on the runway to show how creative you are. There's nothing bad about selling dresses," says Karl Legerfeld (Mary Gehlhar, 2008. [3] The Fashion Designer Survival Guide, Kaplan). Successful designers are designers who are able to balance the commercial aspect of creativity, and technology. To realize the targets, the necessary efforts are structured and measurable, that is by studying the creativity of a fashion designer and success effort.

Profession as designers are indeed promising (Sapto, 2013)[4]. But that should not be forgotten, the work of a designer didn't stop when his work was exhibited on stage. The task of the designer is not only designing, but also controlled the business, management, and the intended market.
properly. Needs hard work over the years to find the right market, and ultimately produced works that are able to meet the needs of the market. School of fashion and the world of education and training a lot of passing new designers. New Designer need to enrich the experience of the first by senior designer to work on before issuing a fashion label. Thus, it can sharpen the ability of personal branding, and knowing the intended market before launching his work. To become a perpetrator or designers in the fashion industry takes creativity. Creativity is about taste, personal style, and trends. What happens when this can be inspiration presents draft papers entitled Now taken from the language connotes the present United Kingdom, or by the term "present". From the design, creation, combination of colours, shapes, motifs, as well as cutting, even sales.

2. **Theoretical Framework**

Create a fashion design is the work of fashion designer. This profession belongs to the popular in the world of fashion. Fashion Designer has a sensibility about the newest fashion trend as well as the former. Have an idea to resurrect the latest fashion trend is also his forte. The scope of the fashion designer is also quite a lot of designing clothing, promotional, marketing, and selling product his work, these Competencies must be owned by fashion designer. Besides hard skill, fashion designers have competency was very supportive of the success of designers. Was is the personal skills i.e. specific skills are non-technical, are not manifested in the form of personality that determines the strength of a person's effort. The less tangible Skills, and more related to a person's personality or characteristics, which determine how to interact. The need for soft skills in the fashion industry do not have b tops.

The skill of fashion work is competence technical and nontechnical which is a fundamental requirement in market bagibekerja kerja. Overtoom (2000) Defined job skills as a "group of core skills" the important includes functional knowledge and skills and attitudes required by the 21st century Keller et al. (2011)[5] stated that job skills is a classification of attributes and skills, where non skill spoke with related attributes behaviour and attitude, while skills refer to the ability to perform technical tasks.

Based on the literature review and interaction with stakeholders The program work experience in community college, will see students relevance was different. Students are not aware of the required about skill or disparaging the importance of certain software skills. In this research, exploration of perspective students and employers of the soft skill and advise approach will bridge the gap of perception student and entrepreneur related skill work, especially the skill was.

Some individuals has limited understanding of soft skill, and therefore did not realize the relevance of soft skills. Was studied or developed through exposure to adequate and consistent reinforcement in everyday life-har i. findings of the research showed that soft skills can be learned through different strategies. Generally, the expert was advised to learn the soft skills through relevant life experience, training simulations, and program guidance. Job Readiness workshops integrate best practices to learn the soft skills; the workshop was a prerequisites phase or preparation for work experience program. Maria (2012. U to enhance career preparation college students, but the soft skills teaching questioned whether would be included. Omar et al. (2012), from the context of Malaysia, found that job skills college students are quite high. [6] The need for soft skills relevant to the success of higher education graduates. Similar to Kazilan et al. (2009),[7] Pukelis and Pileiściene (2010), and Mitchell
(2008) argues that the higher education designing courses that will questioned whether make ends meet the workforce effectively; soft skills should be included in those programs.[13].

Some fashion designers have a different course was different ways of applying them. The problem in this research is a skill what was considered relevant in the workplace by a fashion designer, in a selection process what was what is relevant according to workers and employers, which must be owned by students, and how the perception of workers and employers about was relevant for different jobs.

The urgency of research is businessman will be able to communicate the nature of the soft skills that should prospective workers, fashion designer, and College have for help students to thrive. Employers will be able to articulate relevant soft skills desired by prospective employees. [8] Fashion designer is the pen copyright fashion ideas, supervise the manufacture of patterns and the making of sample manufacture (Frings 1991). The Fashion describe UK fashion designers are individuals who engage in creative and individual koleksi is marked with the value of the work is high high "and considered a" t ren who inspire and refresh the display the value of design with maximum "(EMAP, p. 435, 1997).

Fashion designer get ideas and inspiration a new styles everywhere can be a source of inspiration for the clothes. Through television, museum exhibition, performing arts, world events, expositions, theatre, music, dance and the world. The designer exposed the influence of all the arts, and lifestyles around the world, travel is all sources of design inspiration for fashion designers. Fashion era then is also a rich source of design inspiration. While always alert with a new and designer an interesting fashion never to forget the past, they use old things in the paper that the new.

Designers must learn the most to keep their eyes open, to develop their observation skills, to absorb visual ideas, mix them and translate into clothes that are frowned upon their customers. Design the process shows that realistic observations against the influence of and the need for outside, extensive research and awareness and logical thinking and order, removing a lot of stuff supposed "mystery" design or creativity. [9] People who are very understanding of design as products and processes and have mastered the use of the right materials and the technique of adaptation can be "creative" and can be translated into reality as a source a successful fashion products. (Fatma, 2006).

Soft skills the sociological term is among others in a set of personality characteristics, social attraction, personal habits, language proficiency, or the sensitivities and caring as well as optimism. Soft skills are classified into two categories namely sometimes intrapersonal and interpersonal skills. Sometimes intrapersonal skills include: self awareness (self confident, self just my assessment, trait and preference, emotional awareness) and self-help skills (self improvement, control, trust, worthiness, timeliness management, pro activity, conscience) Whereas interpersonal skills include social awareness (political awareness, developing others, leveraging diversity, service orientation, empathy and social skills (leadership, influence, communication, conflict management, team work, cooperation and synergy (Isang & Elisabeth, 2015). Was is part of a more individual skills are on subtlety or sensitivity of the individual's feelings towards the surrounding environment (Isang & Elizabeth, 2015). Was defined as behaviour sometimes intrapersonal and interpersonal are able to develop and maximize the performance of the humanist (Ali et al, 2010). [14] Soft skills: "The nontechnical traits and behaviours needed for successful career navigation" Klaus (2007) further suggested that soft skills include "personal, social, communication, and self-management behaviours". In addition to communication and social skills, Fogle (2011) cited "teaming skills" as a type of soft skills. Additionally, Hargis (2011) classified "work ethic, critical thinking, and problem
solving” skills USA soft skills. Was is character - the nature and behaviour of nontechnical needed for a successful career. Soft skill including perilaku personal, social, communication, and self management, communication and social skills, work ethics, critical thinking, and solution to problem. Hargis (2011) described the term soft skills u.s. communication, teamwork, and other interpersonal skills that promote improvement in job performances. Researchers agreed that soft skills are nontechnical in nature, therefore, all throughout this study, I adopted a similar meaning to the term soft skills. Iwas stilah can be interpreted as communication, team work, interpersonal and other interpersonal skills that performance improvement work.

There are two types of skills was, is as follows: a. Interpersonal skill, defined by Heimler (2010), combine the necessary skills that allow an individual untukbekerja yangtermasuk with another person, customer service, negotiation, with cultural diversity and view. Skills interpersonal skills include communication Skills, 1) is a tool or a means to communicate or infrastructure repair strained relations. The communication technique that is used precisely in order to create a therapeutic relationship and if improper communication will cause a problem between the client and the designer. Communication in the world of fashion is very important as the draft used to convey any information to the other party 2) relationship building is a building or a familiar relationship, reciprocal and warm contacts or networks with others that will be useful in your work in the future. This includes contacts outside of the scope of work of dang leading to social gatherings and personal (anonymous, 2008). 3) leadership skills i.e. the ability provide inspiration on others to work to others to work together in groups in order to achieve a common goal (Suarli, 2009). Leadership skills is a person's ability to deliver inspirational, moving and directing others to collaborate in groups in order to realizing a purpose. 4 negotiation ) capability is the ability to collaborate with the compromise approach is used as a strategy of conflict resolution. An effective negotiator seemed calm and sure of himself and use the approach to honest, a develop skills for negotiating conflicts (Marquis, 2010). b. Sometimes intrapersonal skills, according to Kar (2011:38): The skills that influence how one relates to other people by using human skills effectively; it involves effective communication, listening, and comprehension, skills that affect how people relate to others involve effective communication, listening, and understanding. Interpersonal skills include, 1) time management is ability to prioritize, schedule and execute the individual responsibility for the sake of the individual satisfaction (Kusnadi, 2009). Dejanasz (2002) in Rosita (2008), time management is a skill in managerial personal. This is a process to develop and achieve objectives, estimate the time and resources it takes to achieve those objectives and discipline yourself to focus on the goal. 2) stress management stress is human ability effectively to cope with chaos or disorder mental and emotional that appears because response (response). The purpose of the stress management itself is to improve the quality of life of the individual in order to be better. Self-management: The ability to conduct "self assess accurately, set personal goals, monitor progress, and exhibit self-control" (Bates & Phelan, 2002, p. 125), ability to "assess yourself accurately, monitor the progress, and shows self-control. 3) character transformation, according to Djamhana in Soedarno (2007) is the actualization of potential in the internalization of moral values from the outside part of his personality. The characters can be interpreted as a collection of values that embody the fighting power in a system that bases the thinking, attitudes and behaviour (Soedarno, 2007). 4) thought processes active creative thinking is a mental activity associated with sensitivity to the issue, consider the new information and ideas that are not usually with an open mind, and can create relationships in solve the problem (Gunawan, 2013). Critical thinking skills: Higher order intellect skills that enable an individual to check, and evaluate beliefs and then to decide a
person's actions (Brungardt, 2009, p. 11) change management is a systematic process by applying the knowledge, the means and the necessary resources for the Organization shifts from present conditions towards desired conditions, heading to work better and to manage the individual who will be affected by the change process (Ministry of PAN and RB, 2012).

Decision-making skills: The ability to solve problems, getting correct information, and making the right decision (Kar, 2011, p. 38).

Elements was however, the following a. Communicative skill. "Verbal, written and listening skills that encourage effective interaction with a variety of individuals and groups to facilitate the gathering, integrating, and conveying of information" (Evers, Rush, & Berdrow, as cited in Arensdorf, 2009, p. 13).

Sharma (2009) communication skill is written skill, verbal, and listening to the encourage effective interaction with a variety of individuals and groups to facilitate the meetings, integrate, and convey information. Communication skills refer to the ability to actively listen, to communicate in oral, written, and nonverbal forms (Klein, 2009). Fogle (2011), communicate skill. refers to the communication skills to listen actively, to communicate in the form of oral, written, and nonverbal. Critical thinking and problem solving skills, is higher order intellect skills that enable an individual to form, check, and evaluate beliefs and then to decide a person's actions (Brungardt, 2009, p. 11).

c. Critical thinking skills are referred to as the ability to think creatively to identify key concepts, generate solutions to problems, and to make decisions (Heimler, 2010).

d. the Team work. Teamwork skills refer to the ability to work with others from diverse backgrounds (Griffin & Annulis, 2013; Raftopoulous, Coetzee, & Visser, 2009, p. 120), skills team work refers to the ability to work with others diverse background.

e. Lifelong learning and information management skill.

f. Entrepreneurship skill, e.g. Ethics, moral, and professional. Characteristics of work ethic include professionalism (maturity and business etiquette), realistic expectations of job requirements, and career advancement (p. 37). In the context of the study, the work ethic is defined as an individual's attitude toward work, which includes attendance, punctuality, dress code, responsibility, and accountability, (Heimler, 2010), including work ethic characteristics professionalism (maturity and business ethics), realistic expectations of the job requirements, and career advancement. Etos work is defined as an individual's attitudes towards work, which manntermsuk attendance, punctuality, dresscode, responsibility, and accountability, Heimler (,2010)

h. Leadership skill.

There are 4 soft skill competence Characteristics are as follows. a. Motivation. Motivation is something that consistently well thought out or desired by the person who caused the emergence of an action. The motive will steer and selecting attitude into action or purpose so other than others (Nursalam, 2008). According to some psychologists, on one's self there is decisive behaviour, which work influence the behaviour of it. The determining factor is the motivation or power driving human behaviour (Uno, 2013).

b. Default properties, describes the physical characteristics of a person's physical or non in responding to an event. The non physical heredity is controlling emotions, speed and accuracy in responding to the problem, the soul is not interrupted or have a sense of empathy that is redundant (the great, 2007). The default can be either characteristics or habits of people in responding to certain situations or something. Examples of innate competence to act quickly and precisely by emergency nurses. Controlling emotions and high initiative is a good habit to respond to the nurse's soul (Nursalam, 2008).

c. the concept of self, the view, values, beliefs and one's self-image. The concept of self is much influenced by the experience, knowledge, teaching, and
information received someone (the great, 2007). d. work ethics, work ethics: the disposition shown individual to work, which mencakupkehadiran, timeliness, patience, attitude, dependability, business ethics, and maturity (Heimler, 2010, p. 37). Work ethic: The disposition an individual displays toward work, which includes attendance, punctuality, patience, attitude, dependability, business etiquette, and maturity (Heimler, 2010, p. 37). e. knowledge, information and theories retrieved a person in a particular field (the great, 2007). Knowledge is everything known to man about the objects, the nature, circumstances and expectations with the knowledge, they could devise ways to maintain or establish his life (Maryati, 2006). f. Expertise (skill) ability to perform physical and mental activity (Nursalam, 2008).

Soft skills has many variations therein contained elements. The following will describe several types of softskills associated with success in the world of work on the basis of the results of his research. a. Shafie and Nayan (2010) [12]claimed that entrepreneurs need not only technical skills; there is criticism of work ethic, interpersonal skills, initiative, team work, addiction, self management, and skills soft skill to another. The lack of soft skills. need for improvement or needs in the domain of soft skills are the problem. In local settings, some students graduate without developing the expected level of soft-shaped skills, such as self-management, work ethic, and professional clothing. New members need an eclectic combination of the soft skills that are relevant, which supports the need for a the need to focus attention on the nature of soft skill that should be owned by students. b. basically, employees who have soft skill works well with others, and showing a positive working attitude in a professional work setting (Nilsson, 2010)[13].

Characteristics of competencies was there 4 is as follows: a. motivation. Motivation is something that consistently well thought out or desired by the person who caused the emergence of an action. The motive will steer and selecting attitude into action or purpose so other than others (Nursalam, 2008). According to some psychologists, on one's self there is decisive behaviour, which work influence the behaviour of it. The determining factor is the motivation or power driving human behaviour (Uno, 2013). b. heredity, describes the physical characteristics of a person's physical or non in responding to an event. The non physical heredity is controlling emotions, speed and accuracy in responding to the problem, the soul is not interrupted or have a sense of empathy that is redundant (the great, 2007). The default can be either characteristics or habits of people in responding to certain situations or something. Examples of innate competence to act quickly and precisely by emergency nurses. Controlling emotions and high initiative is a good habit to respond to the nurse's soul (Nursalam, 2008). c. the concept of self, is the views, values, beliefs and one's self-image. The concept of self is much influenced by the experience, knowledge, teaching, and information received someone (the great, 2007). d. ethics. Work ethic: The disposition an individual displays toward work, which includes attendance, punctuality, patience, attitude, dependability, business etiquette, and maturity (Heimler, 2010, p. 37). Work ethic: the disposition shown individual to work, which mencakupkehadiran, timeliness, patience, attitude, dependency, business ethics, and maturity e. knowledge, a number of information and theory obtained someone in a particular field (the great, 2007). Knowledge is everything known to man about the objects, the nature, circumstances and expectations with the knowledge, they could devise ways to maintain or establish his life (Maryati, 2006). f. Expertise, expertise (skill) ability to perform physical and mental activity (Nursalam, 2008).

3. Method
This research was qualitative research. The required data include primary and secondary data. Where primary data needed to obtain the relevant data in accordance with the existing reality, while secondary data required to support and strengthen the primary data. Primary data collection process was about fashion designer, by the method of interview. The interview will be directed at the five leading designer in Surabaya, that the Chairman of the alumni, APPMI profession as designers, designers and practitioners who are educated abroad. To obtain relevant information about the fashion designer was. The interview will be done by plunging into the field and direct face to face in order to obtain information with reliability and validity high, as well as information regarding to fashion designer. Secondary data collection methods will be obtained by means of the ordinary method, i.e. the method used by way of finding the needed information through print media. The sources can be obtained from books, magazines, newspapers, journals, research and so on. Second secondary data will be obtained through the medium of the internet, namely through articles, online journal, previous research. Instrument or data collection tools used in the process of data collection is a tool to record sound at the time of the interview and record the information obtained at the time when the interview took place, as well as using computers and the internet as a tool of secondary data collection and as a place to store data – data that has been obtained from the results of the data collection method.

4. Result and Discussion

Interview with Hendi Setiawan. 12.00 PM GMT. March 17, 2018, a fashion designer of Broken White, engaged in the business of fashion and Fashion Bridal Party. Hendy Setiawan known community with theme design carrying i.e. traditional kebaya pakem and kebaya ballgown. The material used is the traditional cloth fabric Indonesia. Since HIGH SCHOOL has a great motivation to become a designer. Working hard is his character in manifesting its desire, one example of lecture sambal works on a designer. Early in his career, he was a fashion designer makes a singer, deepening the competencies with carrying out internships in Arva, namely as a research development, create a working example that will be taught to the students. In realizing the design in accordance with the criteria given clients, he communicates back the design already according to the wishes of what yet. Creatively he gave input on the client about his design. To become a reliable designer who according to him was A) innovate: the difference with the tailor. If the tailor design acquired from other people's designer/magazine, not from imagination, not from self-innovations themselves. B) have idealism about his design, which of course is different with others. C) Discipline, discipline, time management, money D) good service, because client satisfaction client satisfaction number one, not 100 percent quality clothes. E) good communication with the client, the communication is convenient, give input, speaking as a friend, as the client's comfort is very important. F) promotion, following the fashion show, photo shoot, inserting the magazine, join the sponsoring magazine photo shoot. Bridal fashion, requires first that corresponds to design. G) cooperates, that became the sponsor in a variety of events, such as event endorsement in various television. H) Existence, there are new works, publish to the community, I) always update on social media. J) creating with his work with updating up-date trends. K) new innovation. L) stress management, can overcome the stress at hand, like a lot of work, public holidays so that employees do not enter, it should work directly replaces the bias their work. M) keep the image. N) negotiations, such as maintaining the price given, but given the reason, explanation, and a referral network Link: O), magazines, to enter the television because the link, there are several elements: first, photographer. ask the mobile phone number and ask for save the number of
hp, good relations first got event, are invited. P): IG, continue to Update post 1-2 photos, see a lot of people. So look lively, strategy, bride again fitting, searching for belief, Q) build trust people against his efforts. Capital r), can be made from the various moneyed people, or relation. Originally given by the capital relation, friend, S) negotiation, T) reckless. U) change: quality and model the clothes. The quality of kebaya is better than ever. V) design clothes, follow the market or should still hold the typical based Hendy, can follow the changes without leaving any earmarks. W) is not shy. X) expand friends and maintain friendships. Y) polite and love to greet first. Z) opens another business still related to his business, namely leasing, wrote Businessman engaged in the designer and rentals. Because there is a demand for lease only. If rent the design should be available.

Interview with Imkmawati, March 20, 2018 Fashion Designer Fashion Ika, which is a Fashion Layout alumni University of Surabaya. The character design is Avangard. The feature of the design is a lot of need, and use the latest texmo, full of ornate decoration. Ikamawati started his career by working on fashion’s industry and clothes, to accept orders on design and sewn. After the order much, and does not address the jobs in the industry, then with reckless, he opened his own business, which was eventually developed by the name Ali Fashion Designer. Every period was held through the fashion show. According to Ikma, fashion show to introduce Branded on society. The results of the interview about what should be owned by a fashion designer is A) Reckless, without having any desire to reckless, would not open the way to succeed. B) want to learn new things found, exemplified that when working in the industry a lot of attractive ornament decorations, sewing, and the shape of the dress is not obtained when studying in formal Institutions. As fashion design must be quickly adopt what have been the findings and began trying to get creative. C) in this brave, courageous in accepting the order, though not yet unimaginable what to do against the new order. After that, look for the path of the solution with the trials, to succeed without calculating profit and loss. D) Connection. Early in his career, before opening his own business, have a channel first and make the bride wedding gown, further develop his creativity on its own, Creativity is obtained from the experience of working in the Studio of Arva, Learn from the clothing that will be made show, see the character, then be creative E) capital, needed for the production of 50%, the rest to pay employees. F) Dare, following the first show in Surabaya Fashion Parade, with conditions showing 10 fashion. They did it with a capital and courage in one month then make 10 pieces of fashion party. G) doing promotions, accepted the offer of some television stations as endorsement, sent 5 shirt to wear at the event. Don't get the rent from such activity, and there is no obligation to pay for the promotion to the television. H) dare to accept the challenge, all client requests must not be rejected, subject to conditions already qualify. Then trying to embody the client orders, with 99% of the same quality with the wishes of the client. I) has a high motivation, J) conduct research, literacy fashion anywhere, and studied the works of famous design from overseas, trying to make prototypes as they are encountered and viewed, then re-produced with their own creativity. Many researches were conducted on Dubay's instragram. K) stress management, coping with panic executed with a different atmosphere. L) dared to conduct trials, although spending a lot of money to buy such a test. M), communication, communication here is how to face the client, the first in view client is the casing, if we saw was not good, her face is wry. We have three types of client. there are smart, stylish, know everything. Stylish don't know actually know, and there are honest. Communication with clients, supported by displaying products that are ready stock, each client dating dress fitted all, all kinds of materials on display, it turns out raises. Convince the client of the client's choice, with the desire of clothes made from expensive but cheap fare, it takes time and patience to explain and give you understanding. N) time management, should complete the
job on time, according to the promise on the client. O) Link, establish a good relationship with the client, or by another company to order business can survive and thrive. Build rapport, establish cooperation, often in collaboration with photographer, make. P) innovation, by looking at the work of designers. Designers who are booming, as the source of the design idea. Q) ruled IT, with mastering IT biased view of creativity anywhere and anytime. R) services, to keep your customer satisfaction, Ikma do Fiting your own clients.

The next interview with Yunaita Kosasih Fashion Designer. According to this young designer, to become a designer must: A) is active, i.e. active creative, active promotion. B) good manners in dealing with clients. C) discipline, discipline and discipline in working time to implement an agreement with the client. D) Responsible, have a great responsibility to what is already done, if there is a deficiency in the product, so that the client is complain, then immediately fix the appropriate client expectations.

Interview with Mr. Juwardi, head of Cory APPMI (Designer Fashion Entrepreneur Association of Indonesia) of East Java, said the most important is the market. Fashion designers should analyze the market before making products, that sold well. A good product is not necessarily exclusive, sold well. Must see reality, no need to get too overly pompous. The product was created not too expensive so that it can be sold, are affordable by the public. To produce a product that can be done by designer there are 3 groups: 1. Making products at cheap prices, so consumers are thinking, why would make better purchase, the difference when making just a little. So, consumers are lazy to make it better to buy. 2. The middle class, everyone could create, creativity, pitted his creativity hard copied, fortunately a little, a lot of consumers. 3. Prima: heavy, others could not create/difficult to imitate the products produced. Good design of Engineering materials, sewing, as well as the creativity of the material. Designers must be creative, creative direction to the creativity of the ingredients. Treat the materials that it may be different from the others. The designer should always be creative but should not be equal, but not identical, setema has to create his own character designs, but not necessarily frowned upon by the community. If there are designers that mimics have to have great soul, in other words the designer should open with his emboldened, patient, if emulated people. Designer should be able to qualify yourself well, was able to get out of things that are not useful. The designer should always produce, shouldn't be stopped, not be jammed, so it can be continuing. So that it can continue to accommodate the workforce.

Interview with Aan Sokekardi Fashion Designer, a designer fashion from Germany, educated in his interview said the most important from a Fashion Designer is Art used to be sharpened from workouts. Viewed from the internet, the exercise continued to produce a product that is really different with others. A designer doesn't have to be good at sewing, but he must understand the stitches are nice before become a designer must much intern.

5. Conclusion

The results of the interviews from the fifth Fashion designer there are similarities and differences. It can be concluded that a fashion designer in addition to competent in the field of hardskill, also competent in the field was a fashion designer, as follows: The ability to communicate, communication with clients, community and partner promotion, build relationships are build or familiar relationship, reciprocal and warm or networks of contacts with others. Creativity, creative in creating design, embodying the design, direct clients, presenting the results of the product, the originality of the idea the idea is presented and actions to resolve the issue the question arising. Reckless, could start his
business without much consideration. Discipline, discipline yourself, clients, and partners. Able to collaborate with fellow designers, sponsorship, make Up, photographer Confident, religions in terms of completion of the work. Time management, namely the ability to prioritize, schedule and execute the individual responsibility for the sake of the individual satisfaction. The ability of a collaboration with the compromise approach is used as a strategy of conflict resolution. An effective negotiator seemed calm and sure of himself and use the approach to honest, assertif develop skills for negotiating conflicts. Stress management is the ability to address effectively human disorders or mental and emotional turmoil that arose because of the response (the response). Able to analyze the market.

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