Technology Entrepreneur in Modest Fashion and Micro-Economic

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Abstract. The purpose of this study is to explore the phenomenon of technology entrepreneur (technopreneur) in the field of simple Muslim fashion industry in Indonesia along with their opportunities and challenges that have an impact on Indonesia's economic diplomacy. The method used in this research was a qualitative approach and descriptive analysis through the study of literature and documentation. The results show that technopreneur in simple mode provides an opportunity for Indonesia's simple fashion industry to penetrate the global market based on standards applied in e-commerce practices. The conclusion of this research is on marketing strategy, some simple mode technopreneur applies the principles of Islamic economics, such as non-credit payments namely cash or debit payments, halal certified products, although still pros and cons, technopreneur has confirmed the identity of Muslim e-commerce that has its own characteristics. In addition, Technopreneur in a simple industry also provides great economic opportunities for small and medium businesses in the field of industry such as Muslim clothing, headscarves and accessories because technopreneur also bridges producers and consumers.

1. Introduction

According to Zimmerer and Scarborough, technology entrepreneurship (technopreneurship) is a combination of two words, namely technology and entrepreneurship. In general, technology is used to refer to the practical application of science to the industrial world. In addition, according to Faqih Syarif, technology entrepreneur (technopreneur) is an entrepreneur who optimizes all the potential of existing technology as the basis for developing the business he runs [1]. Technopreneur refers to the use of technology (information technology) for entrepreneurship development. As for entrepreneurship, according to Eddy Soeryanto Soegoto is a creative effort that is based on innovation to produce something new, has added value, provides benefits, creates jobs and results are useful for others [2]. Economic diplomacy can be interpreted as a formulation and advancing policies relating to production, movement or exchange of goods, services, labor, and investment in other countries [3].

Eko Suhartanto and Ary Setijadi in their paper explained that technological advances made life feel fast and easy, open innovation has hit the world, there was no longer a monopoly on innovation, as had happened in the 1980s when innovation was only developed in large companies and was closed. In the business world, technological progress is inevitable so the challenge of creating a sustainable and rolling technology-based business model becomes a necessity. They also emphasized that basically technology-based business is the ability to create commercial value added consistently from technological innovations both products and services so as to have a competitive advantage. [4]

One of the technology-based business models is technopreneurs through e-commerce. Research on
Technopreneur has been conducted by Sivave Mashingaidze in his article Technopreneurship (entreprenology) as the Holy Grail of SMEs growth: a historical analysis. In his research Mashingaidze explained that Technopreneurship is becoming vital in the current globalization and liberalization economy, as it provides greater opportunities and enables effective optimization of resources to high profit margins [5].

E-commerce has become a trend in international relations, namely in the economic field, while research on E-Commerce and Diplomacy has been carried out by Christy Damayanti and Andika Drajet Murdani entitled E-Commerce Diplomacy in Promoting Indonesian Export Activities (Case Study of Solo City). In his research Damayanti and Murdani emphasized that the city of Solo as a trade center needs to take advantage of this opportunity through e-commerce. In Solo, the use of e-commerce diplomacy has begun to be used, even though it is still not optimal. For this reason, a more appropriate strategy design is needed regarding the export and reduce export barriers related to e-commerce. With the globalization and development of information technology (internet), as one of the countries with internet users reaching 143 million users, Indonesia should be actively involved in the e-commerce market. Collaboration between business people such as SME and e-commerce will be a separate force for the economy, both locally and globally. Utilizing e-commerce activities in increasing exports and trade and attracting investment indirectly will contribute to the achievement of Indonesia's economic diplomacy.

The purpose of this study is to explore the phenomena of technopreneur in the field of Muslim modest fashion industry in Indonesia along with their opportunities and challenges had an impact on Indonesia's economic diplomacy. The research method was qualitative approach and descriptive analysis through literature studies and documentation. The results of the study show that technopreneur in modest fashion is provides the opportunity for the Indonesian fashion modest industry to penetrate the global market based on the standard applied in e-commerce practice.

2. Methods

This study used qualitative research and descriptive analysis methods by collecting data through literature and documentation studies. Literature studies explore various information in books, scientific journals, newspapers, magazines, and sources of information from articles and news through websites on the internet. Another data collection technique was through documentation on several simple fashion e-commerce websites.

3. Result and Discussion

Based on data reported by Tech in Asia, there are several modest e-commerce fashion in Indonesia, namely:

1. Hijabenka, https://hijabenka.com/

Hijabenka is a subsidiary of Berry Benka which was founded by Jason Lamuda. Hijabenka.com is a Muslim e-commerce fashion dedicated to providing Muslim clothing with a fresh and fashionable style. In addition to aiming to become the best Muslim e-commerce fashion in Indonesia, Hijabenka.com also wants to make Indonesian Hijabi to be the trendsetter for world Muslim fashion. Hijabenka has partnered with more than 300 local brands that are SME players (Figure 1).
2. HijUp, https://www.hijup.com/id

HijUp was established in 2011 by founder Diajeng Lestari, HijUp is a B2C e-commerce (business to customer) concept with a fashion mall that specializes in selling Muslim women's fashion items in Indonesia. There are more than 200 brands from designer HijUP seeing Indonesia's great potential in the field of fashion, especially Indonesia is a country with the largest Muslim population in the world. Every year the HijUp business growth rate reaches 10-20%. To increase sales in the international market, HijUp applies standards in product quality such as production processes, materials and colors and packaging such as hang tags and wash directions. Muslim e-commerce fashion is committed to using sharia-based economic rules. Among other things, applying cash or debit payments (non-credit) and only providing halal-certified products ranging from clothing, veils, accessories, and others (Figure 2).

3. Saqina

In the beginning Saqina was a modest fashion conventional business that had 9 Muslim fashion stores in various cities, but in 2008 Saqina was willing to close her shop and switch to being an e-commerce
player. Saqina.com was founded by Mohammad Rosihan who carries the vision of being the most complete online shopping place for Muslim families. The advantages offered by Saqina.com are diverse product choices, an easy, fast and safe order system.

4. Muslim Market

Muslim Market was established by Pramadita Tasmaya, Muslim Market is an e-commerce site that targets Muslims, with its tagline, "All Muslim, All-Inclusive", this site provides various needs of Muslims such as fashion, cosmetics, accessories, and religious equipment. Until now, this site, which began operations in April 2015, provides around 2,000 variants of halal products from 65 vendors on its platform (Figure 3).

![Figure 3. Main Menu was adopted by https://www.muslimarket.com/](https://www.muslimarket.com/)

Muslim Market applies the shopping concept while donating. Every time you make a purchase, consumers are given the choice to donate the amount according to their wishes. Later, the funds they donate will be channelled to Islamic nuance foundations to help empower Muslim producers.

5. Zoya

Zoya Founder, Feny Mustafa is the woman behind the successful Muslim fashion brand Shafira for 25 years developing its wings with 24 outlets in various regions in Indonesia. Seeing Fenny's online business opportunity increasingly developing its business wing through the Zoya flag, which now has 140 stores throughout Indonesia (Figure 4).
Although the management of Shafira and Zoya's business has been entrusted to young people, Fenny still plays an important role in Zoya's marketing strategy. Zoya Muslim fashion products also have halal certification actually for the raw materials used by Zoya hijab products. According to data reported by SWA Business Champion, Zoya already has hundreds of thousands of members.

6. Azzam Trade

Azzam Trade is a marketplace site that can connect international buyers with local suppliers. Azzam Trade was founded by two founders, Dayang Melati and Rizal Basofa. The startup is trying to help market local Muslim products to foreign countries through wholesale sales and business-to-business concepts (B2B) (Figure 5).

There are two segments of actors who are Azzam Trade's concern. First, the product supplier segment from the Indonesian market. As of 2016 there are 100 suppliers who have joined under the Azzam Trade flag. Second, the segment of international buyers (importers) who buy goods in wholesale
quantities. Azzam Trade already has one ambassador representative in the United States, Bahrain, Australia, Malaysia, Turkey and Singapore. Thus the opportunity to export Indonesian products to the global market is increasingly open.

Based on online searches conducted by researchers, it was found that Technopreneurs in running modest e-commerce fashion, besides developing their own product branding and providing a platform that bridged between producers and consumers, these technopreneur indirectly helped develop the prospect of modest SME fashion in Indonesia. This can be seen from the many brands, designers and tenants or local vendors who join the e-commerce platform developed by technopreneurs.

The Ministry of Industry reported that in 2016, out of 750 thousand SME clothing in Indonesia, 225 thousand or 30 percent were Muslim fashion industries. The Ministry of Commerce once said, throughout 2015 the export value of our Muslim clothing reached Rp. 58.5 trillion. This figure is only 20% of Muslim clothing sales which are distributed to the export market, while 80% of products are traded to the domestic market. One of the marketing strategies carried out by SMEs is to become online tenants, suppliers and sales. Although only 20% of Indonesian Muslim fashion products are exported, it turns out this has positioned Indonesia as a "Top Five" member country of the Islamic State Cooperation Organization (OIC) that exports Muslim clothing after Bangladesh, Turkey, Morocco and Pakistan.

Economic diplomacy is expected to help achieve Indonesia's economic growth targets towards the strength of the world economy. In accordance with the 2015-2019 RI Ministry of Foreign Affairs Strategic Plan (Renstra), the Ministry of Foreign Affairs will adjust its strategy and strengthen economic diplomacy to support economic growth that has an impact on the people and the independence of the national economy. Economic Working Group (Working Group) which is Indonesia's diplomacy priority and one of the pillars supporting national economic independence and contributing as much as possible to people's welfare. The Indonesian Ministry of Foreign Affairs Working Group set out 3 main indicators in achieving economic diplomacy, namely Trade, Tourism and Investment (TTI) [6].

The development of technopreneur in the field of modest fashion has provided a great opportunity for the achievement of Indonesia's economic diplomacy. Given the enormous potential for the SME sector, Indonesia's modest fashion sector to expand and penetrate competitive global markets [7]. The standard application by Technopreneur on e-commerce platforms encourages SME players to improve the quality of their product standards to be accepted by the global market. The e-commerce platform also makes them SMEs as global business people without space and time. Through technopreneur, demand for Indonesian fashion modest products will increase which will contribute to the export and trade figures. Indonesian fashion modest products that enter the global market will encourage global investors to invest in this sector (technopreneur and SME) directly or indirectly [8]. Such as HijUp, get large amounts of funds from global investors to improve the quality of e-commerce services, create special pages for products and so on, indirectly also encourage SME players who are included in their platforms to grow and develop in good quality and quantity [9].

The interest in Indonesian fashion modest products through e-commerce business will increase the branding image of Indonesia's modest fashion. Modest fashion has the opportunity to become a mainstream fashion industry, considering that more and more modest Indonesian local fashion designers are invited and join in world fashion events such as New York Fashion Week. Not a few of the world's leading brands have also released their own modest fashion version, this shows the modest world of fashion is increasingly competitive. The increasing number of hijaber communities, Muslim fashion stylists and Muslim influencers through social media also played a role in the increasing number of requests for Indonesian Muslim fashion products in the global market and made Indonesia a world Muslim fashion mecca. This provides an opportunity for Indonesia as a venue for the world's fashionest event, which can attract Muslim and world tourists who will open opportunities for other SMEs in various fields. Specifically, Technopreneur in the modest field of fashion has an impact on Indonesia's economic diplomacy [10], especially from micro-economy (SME) can be seen from the picture of the framework below (Figure 6).
4. Conclusion

The potential in trade, investment and tourism in the modest fashion industry in Indonesia is a great opportunity in achieving Indonesia’s economic diplomacy. Given the resulting economic values have a large impact on the welfare of the community. With technopreneur, modern fashion will become mainstream in fashion industry. Indonesia has the opportunity to become a hub of the world’s modest fashion by 2020.

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