

RINGKASAN EKSEKUTIF

Anjing merupakan hewan peliharaan terfavorit karena sifat dan loyalitasnya. Tingkat kepemilikan anjing di Indonesia sangat tinggi, mencapai 33% yang disusul dengan kucing di angka 25%. Sejak pandemi Covid-19, jumlah pemeliharaan anjing semakin meningkat karena banyak masyarakat Indonesia yang merasa kesepian. Banyak orang mencoba mengatasi rasa kesepian dan meningkatkan kondisi kesehatan mental dengan memelihara anjing. Dalam kehidupan bersama anjing peliharaan, terdapat banyak aktivitas yang dapat dilakukan. Salah satunya adalah mendandani anjing dengan busana. Meskipun demikian, pemilik anjing seringkali kesulitan mencari pakaian yang cocok dengan bahan dan kualitas yang sesuai untuk anjing peliharaannya. Selain itu, pemilik anjing juga merasa penggunaan baju dengan *harness* secara bersamaan terlalu berlebihan untuk anjing peliharaan dan merepotkan pemilik anjing.

Sebagai solusi, Pawttern On! hadir sebagai *pet fashion brand* yang menyediakan pakaian multifungsi dengan *built-in harness* yang mengadaptasi tren *kidswear*. Pawttern On! mengedepankan kepraktisan dan kenyamanan untuk para pemilik anjing berukuran kecil. Melalui inovasi ini, Pawttern On! bertujuan untuk mempererat hubungan pemilik dan anjing peliharaan. Sebagai *brand* baru, Pawttern On! berfokus untuk melakukan penetrasi pasar dengan *target market* para pemilik anjing kecil yang berdomisili di Jakarta, Bogor, dan Tangerang dengan usia 25 hingga 50 tahun dan berada pada kelas sosial menengah ke atas.

Sejak mulai beroperasi pada tanggal 19 Maret 2023, Pawttern On! telah aktif melakukan kegiatan promosi dan membuka *channel* penjualan secara daring melalui Shopee dan secara luring melalui *bazaar*. Kedepannya, Pawttern On! juga akan tersedia pada *pet shops*, *pet cafe*, dan *pet grooming* melalui kerja sama *consignment*. Selama beroperasi, Pawttern On! telah berhasil menjual sebanyak 31 *pcs* baju sampai tanggal 30 Juni 2023. Berdasarkan proyeksi, Pawttern On! diperkirakan mengalami pertumbuhan eksponensial setelah enam bulan pertama.

Kata Kunci	:	Anjing kecil, pakaian, baju anjing, <i>harness</i> anjing, dan <i>multifungsi</i>
Bidang Usaha	:	Fesyen

EXECUTIVE SUMMARY

Dogs are the most popular pets due to their nature and loyalty. The ownership rate of dogs in Indonesia is very high, reaching 33%, followed by cats at 25%. Since the Covid-19 pandemic, the number of dog owners has increased as many people in Indonesia feel lonely. To overcome loneliness and improve their mental well-being, many individuals have turned to dog ownership. In the daily life of owning a pet dog, there are many activities that can be done, including dressing up the dog with various outfits. However, dog owners often face difficulties in finding suitable clothing with the right materials and quality for their pets. Additionally, owners find it cumbersome to use both clothes and a separate harness for their dogs.

As a solution to these problems, Pawttern On! emerges as a pet fashion brand that provides multifunctional clothing with built-in harnesses, taking inspiration from kidswear fashion trends. The products from Pawttern On! prioritize practicality and comfort for small dog owners. Through this innovation, Pawttern On! aims to strengthen the bond between pet owners and their dogs. As a new brand, Pawttern On! focuses on market penetration, targeting small dog owners residing in Jakarta, Bogor, and Tangerang, aged 25 to 50 years, and in the middle to upper-class social segment.

Since its launch on March 19, 2023, Pawttern On! has actively engaged in promotional activities and established online sales channels through the Shopee marketplace, as well as offline sales through pet bazaars. In the future, Pawttern On! plans to make its products available in various pet shops, pet cafes, and pet grooming salons through consignment partnerships. Since its operation, Pawttern On! has successfully sold 31 pieces of clothing as of June 30, 2023. Based on projections, Pawttern On! is expected to experience exponential growth after the first six months of operation.

Keywords	:	<i>Small dogs, clothes, dog clothes, dog harness, and multifunction</i>
Field of Business	:	<i>Fashion</i>