

RINGKASAN EKSEKUTIF

Semenjak adanya pandemi, terbentuk kebiasaan masyarakat untuk berbelanja secara daring yang membuat penjualan berbasis daring meningkat. Tren berbelanja secara daring ini terus berlanjut hingga tahun 2022, yakni era new-normal. Pada satu tahun terakhir, konsumsi produk daring pakaian memegang posisi kedua tertinggi sebesar 48.8% (MarkPlus Insight, 2022). Industri pakaian muslim di Indonesia juga terus mengalami perkembangan setiap tahunnya, terutama pada berbagai platform daring beberapa tahun terakhir. Terlihat dari banyaknya merek baru yang bermunculan, variasi produk pakaian sederhana (*modest*) yang semakin beragam hingga kualitas produk yang semakin bersaing. Terlebih lagi, Indonesia merupakan potensi pasar yang sangat besar terhadap bisnis industri pakaian muslim, sehingga bisnis ini memiliki prospek yang sangat baik kedepannya.

Adine adalah merek produk pakaian yang menawarkan produk pakaian *modern-modest wear* yang simpel dan mudah dipadupadankan serta bersifat *timeless*. Produk Adine dapat digunakan pada berbagai acara kasual hingga formal. Sebelum meluncurkan volume 1 Adine, berbagai macam penelitian dilakukan mulai dari penelitian kualitatif, kuantitatif, tes alfa hingga tes beta. Penelitian tersebut bertujuan untuk menggali informasi dari pasar sasaran Adine agar produk yang ditawarkan tepat sasaran. Koleksi pertama Adine berjumlah 4 produk dimana terdapat 2 kemeja, 1 blouse, dan 1 celana panjang dengan tema "The Hustle". Target pasar Adine sendiri adalah wanita usia 20-35 tahun yang berdomisili di Jabodetabek dengan berbagai profesi dan memiliki preferensi berpakaian yang *modest*, simpel dan mudah dipadupadankan. Berdasarkan data penjualan hingga akhir Mei, penjualan produk Adine sebanyak 27 unit pakaian dan akan terus bertambah setiap bulannya.

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| Kata Kunci | : | <i>Modest wear, simple, modern, timeless</i> |
| Bidang Usaha | : | <i>Fashion</i> |

EXECUTIVE SUMMARY

Since the pandemic, the habit of people to shop online has formed, which leads to an increase of online-based sales. This online shopping trend will continue until the year of 2022, which is called the new-normal era. In the past year, consumption of online products, specifically on clothing, held the second highest position at the percentage of 48.8% (MarkPlus Insight, 2022). The Muslim clothing industry in Indonesia has continued to experience growth each year, especially on various online platforms in recent years. These can be seen through upcoming new brands, the increasing varieties of simple (modest) clothing products that are now diverse, and the quality of local products that are incredibly competitive. In addition, Indonesia has a huge market potential for the Muslim clothing industry, so this business has great prospects onwards.

Adine is a clothing brand who offers modern-modest wear, that are simple, easy to mix-and-match, and timeless. Adine's products can be used from casual, to formal occasions. Prior to the launch of Adine's first collection, various types of research were conducted, starting with qualitative research, quantitative research, alpha tests to beta tests. These research aims to gather information from Adine's target market so that the products offered are right on target. Adine's first collection consisted of 4 products, which are 2 shirts, a blouse, and a trouser carrying the theme "The Hustle". Adine's target market is women aged 20-35, who live in Jabodetabek, coming from various professions and have a preference for modest, simple, and easy to wear clothing. Based on sales data, Adine has sold a total of 27 units by the end of May, and is projected to increase every month continuously.

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| Keywords | : | <i>Modest wear, simple, modern, timeless</i> |
| Field of Business | : | <i>Fashion</i> |