



Market Development and Differential Product Analysis for Business Sustainability of an SME in Moslem Fashion Industry

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Abstract

The diversity of creative industries provides benefits to society in general and business to foster creativity and innovation, which is supported by various natural and human resources. Of the 17 creative economy sub-sectors, fashion is developing rapidly, occupying the second position in contributing 18.15% of the total 75% PDM of the creative economy. The fashion industry's growth in Bandung is quite high; however, it creates high market competition. For this reason, each fashion industry is competing to create innovation and uniqueness to differentiate each product and considers market development strategy as a strategy for the sustainability and growth of its business. Background of the research is the need for Y-Fashion design strategy. Y-Fashion (alias) is a fashion SMEs established in 2019 that has succeeded in producing a variety of products, and the owner decided to create a differentiation strategy for market development and product innovation as the purpose of this study. This research focuses on the Y-Fashion needs to be carried out to the strategy needed to realize its needs and uses strategy design formulation as the method research. The research method used was the collection of primary and secondary data collected by the research team from various stakeholder sources from Y-Fashion itself. Data analysis used a SWOT analysis with a focus on client needs (Y-Fashion) to suggest the right design strategy for the realization of its differentiation strategy. Analysis of the design strategy serves as input for the design of several media that are expected to assist Y-Fashion in responding to market developments and business innovations as the outcome of this study.

Keywords: *Design Strategy, Market Development, Differential Product, Business Innovation*

INTRODUCTION

According to the Ministry of Trade of the Republic of Indonesia in 2009, the creative industry is an industry that originated from the use of skills, creativity, and talents of individuals in creating welfare and employment. This industry focuses on empowering individual creativity. The Creative Industry has 17 sub-sectors in Indonesia, including culinary, craft, and fashion (Kemenparekraf, 2024). In Indonesia, there are approximately 60 million business actors, the majority of which are Micro, Small and Medium Enterprises (MSMEs), with the second largest number of positions occupied by the Fashion Industry sector and the first position occupied by the culinary sector. According to BEKRAF, the largest contribution to the PDM Creative Economy fashion industry was 18.15% of the total (75%).

The development of the fashion industry in West Java, which is the largest production center in all of Indonesia, has made West Java, or more precisely Bandung, the mecca of the homeland in the fashion sector. This is because Bandung is one of the cities with various nicknames such as the city of entertainment (a place for recreation or vacation), the city of education or education, and the city of fashion. As a city of fashion, Bandung has several areas that are famous for its processed fashion products. Examples include textile factories in Majalaya, tailors in Pasar Baru, leather craftsmen in Cibaduyut, and even Bandung itself, which is the center of the screen-printing industry in Indonesia. This will later produce various fashion products in the form of clothing, footwear, accessories, and Muslim clothing.

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The Muslim fashion industry in Bandung was born when the phenomena that occurred in urban areas were associated with the lifestyle needs of the people. As a result, the need for fashion production was born, which made Bandung a center for fashion production needed by the market. With the characteristics of Muslim fashion design that is exploratory, creative in innovating, breaking models, high-quality materials, a combination of types of borders that have a theme and philosophy behind it, and the esthetics of *syar'i* values contained in fashion (Administrator, 2019), fashion in Bandung is not only a mecca for fashion in general, but also a mecca for fashion in the Muslim field.

The number of MSMEs in Bandung engaged in Muslim fashion is very large, including large brands such as Shasmira, Shafira, Rabbani, Mezora, and others. The large number of MSMEs creates competition in the Muslim fashion industry in Bandung. These competitive conditions make it difficult for newly established MSMEs to penetrate the market. One of the newly established Muslim fashion SMEs in Bandung is Y-Fashion. Market segmentation has similarities or incisions of characteristics and needs (Manggu & Beni, 2021).

Y-Fashion is a Muslim fashion MSME founded in mid-2019. It was initiated by Mrs. E as the founder and currently has the tagline of *"Friends of Indonesian Muslimah"*. The name Y-Fashion itself is taken from the meaning of the word blessed and lucky, besides that in the Qur'an 'Y' is often referred to as the right group, namely people who are happy and safe in the afterlife (Q:S Al-Waqiah:27). The last syllabus is taken from the name of Mrs. E with the hope and prayer that Y-Fashion can bring blessings to many people. Currently, Y-Fashion has an offline store in Bandung City as the center of activity and has several agents and retailers in several other locations. In addition, Y-Fashion markets its products in several online marketplaces, such as Tokopedia, Shopee, and Lazada.

Y-Fashion offers a variety of products such as tunics, robes, dresses, and T-shirts, which can be seen on its official website. The materials used are Jasmine Silk, Brocade, Cotton Louisiana, and others. The characteristics of the material (Jasmine silk / chiffon) are soft, comfortable, lightweight, and not hot suitable for indoor or outdoor use. Customers will also be given a money back guarantee if the item is damaged due to the company's fault. At present, the manufacturing process starts from the design of the product and is always updated according to the trends and developments of the times. Meanwhile, for the tailoring and production process, several parties located in Y-Fashion's official store are assisted. Because Y-Fashion is a brand that has just started operating, the retail market is still relatively small, and most sales are focused on online and e-commerce.

Initially, Y-Fashion's target market was middle to upper-class Muslim women aged 25 to 45 years. However, as time goes by, consumers who visit and buy goods are increasingly diverse, ranging from teenagers to young adults. Most of them are from the lower middle class. Changes and market developments occurring at this time have not been addressed by management. One of them is seen from the visual aspect used and how to communicate with customers. The visual identity and the way in which communication is used are still focused on one previous target audience, namely the upper middle class and adults. In addition, the visual implementation was not translated to the store environment. This impacts the level of awareness that consumers have toward low-quality brands.

Market growth and development require managers to change their business processes, starting from the strategic level to the practical level. Therefore, it is necessary to form a design strategy that suits the social groups and behavioral characteristics of the target audience by forming appropriate new market segmentation and identity groupings to obtain a better response to the brand and differentiate the expansion of the target market. Apart from identity, there needs to be an update on how Y-Fashion communicates with new target audiences and the need for information media in the environment around Y-Fashion stores. These are the study objectives, which is to devise a design strategy based on the needs to derive differential innovation and develop a market to gain business sustainability.

Previous research makes it clear that design can be brought to a strategic level. A design strategy is the long-term application of design principles to enhance innovation and competitive advantage in

an organization. In general, design focuses on creating solutions to problems. The design strategy has a broader scope by implementing design principles into problems and challenges to create a much better system in various aspects of life or industry. With a design strategy, the problem approach will be different, and it will identify opportunities for action and help provide a more complete and broad design solution (Prabawa & Swasty, 2015). This strategy will later use the design strategy framework proposed by Brigitte Borja De Mozota to solve business problems that will have an impact on the design and implementation of visual media in both online and offline stores. The objective of this research expected to derive a market development strategy and differential products analyzed by a design strategy formulation.

LITERATURE REVIEW

The Moslem Fashion Industry in Bandung

According to the book "Ekonomi & Bisnis Indonesia" by Siagian et al. (2020), the creative economy is the process of creating, producing, and distributing goods and services, which in the process requires creativity and intellectual abilities. In addition, based on the 2025 Creative Economy Blueprint, the creative economy is the creation of added value (economic, social, cultural, and environmental) based on ideas born from the creativity of human resources and the use of knowledge. Both scholars stated that the creative economy sector is pointing toward collaboration between creativity, innovation, and intellectual discovery. This research focuses on the fashion industry sub-sector; thus, the form of the creative economy is collaboration. Several other points are also mentioned as other variables of the analyzed subject. As dynamic individuals, human resources currently have demands to be able to explore ideas without limits, which are needed to be able to carry out all production processes in the creative industry sector to fulfill society's needs, which are increasing along with the development of the times, existing science, and technology.

Design Strategy

The design strategy is the long-term application of design principles to increase innovation and competitive advantage within an organization. In general, design focuses on creating solutions to problems. In addition, design strategy has a broader scope by implementing design principles into problems and challenges to create much better systems in various aspects of life or industry. With a design strategy, the problem approach will differ, identify opportunities for action, and provide more complete and extensive design solutions (Prabawa & Swaty, 2015).

Based on Mozota (2009), there are three ways to apply design strategies:

A. Strategy Formulation

Strategy formulation is defined as the responsibility and pillars tasked with designing its contribution to organizational culture, seeking opportunities in design innovation, and several demonstrations of identity in design. To qualify better strategies and improve design values, it is first necessary to understand what determines strategic and what the meaning of strategy is. Strategy creates success in company activities. The success of a strategy is not only for its competitive advantage but also for its continuation of excellence. Different strategies and different sets of activities to create a unique value mix (Mozota, 2009).

B. Strategy Selection

After designing the formulation of ideas that the company wants to establish and communicate, adjustments need to be made to how the company conveys ideas to the wider community. Selected business competitive strategy is a combination of Differentiation Strategy and Cost leadership Strategy (Tanwar, 2013).

C. Strategy Implementation

In the final stage of the design strategy, the design keys that were previously selected will be integrated into the design results as the key to success in representing the company's image and values

(Mozota, 2009). Two of the three intensive strategies are applied, such as market development and product development, to improve Y-Fashion's competitive position with its owned products (David & David, 2017).

RESEARCH METHOD

Data Collection Method

Primary Data

A. Interview Method

Interviews are conversations that aim to explore thoughts, personal experiences, concepts, stances, or views originating from sources, or to obtain information from sources regarding events that cannot be observed visually directly by the author, or about a previous event that had occurred in the past (Soewardikoen, 2019).

The interview method will be used to obtain information directly from sources regarding events that the author cannot observe or events that occurred in the past. In this design, the author will conduct interviews with the founder of Y-Fashion, Mrs. E. The interview was conducted offline with the author, who visited the Y-Fashion store in Bandung. The interview discussed the history of the construction of the Y-Fashion in terms of the obstacles and problems that often occur.

In addition, this study interviewed an expert source in design, Dr. Didit Widiatmoko Soewardikoen, a Visual Communication Design Lecturer with a Designpreneur Concentration at Telkom University, and author of the book "Research Methodology" which was published in 2019. The interview was conducted online through the online conference medium Zoom, with the aim of the interview being to gain knowledge and insight regarding design strategies and how the process works. implementation on business problems.

B. Questionnaire

The questionnaire or questionnaire method comes from the word "question." A questionnaire is a list of questions regarding a matter or a field that is given and filled out in writing by respondents or people who respond to questions in the questionnaire. This questionnaire is also used to obtain data in a relatively short time because it can contact many people at once (Soewardikoen, 2019).

The questionnaire will be administered online using Google Forms to obtain data in a relatively short time for many people. Questions will contain the respondent's interest and interest in Muslim fashion and will be answered by the respondent. Respondents were defined by age (male and female) and domiciled in the city of Bandung with a minimum of 100 respondents. The aim of this project is to obtain factual and objective data to support the design of the final project.

The semantic differential questionnaire is used to measure feelings and connotative meanings. This type of questionnaire does not require rigid quantitative rules nor involve complicated statistical calculations with various binding requirements because it is not intended to prove a hypothesis (Soewardikoen, 2019).

C. Observation

According to Sutrisno Hadi (1986) in Sugiyono (2015), observation is a complex process composed of various biological and psychological processes. The two most important processes are the processes of observation and observation. Compared to the other two techniques, interviews and questionnaires, observation has specific characteristics and is not limited to people but also to other natural objects.

This study used an observation method with the aim of observing and collecting data and information in real time about the situation around the Y-Fashion store and recording it to be used as supporting data for the final project. In addition, an observation method will also be carried out online

to observe the online media used by Y-Fashion as a product marketing platform. Examples include Instagram, websites, and e-commerce.

Secondary Data

A. Literature Study Method

Library studies are linked with theoretical studies and other references that are linked to values, culture, and norms that develop in the phenomenon being researched (Sugiyono, 2015). The literature study method in this study will be used to identify reference sources and data related to the research topic. The goal of this project is to support information and data in the process of designing the final project. In this study, Mozota’s design strategy formulation was used as a theoretical basis.

Data Analysis Method

The data analysis method is used to link the problem formulation and theoretical framework with the data obtained from the research results. There are many ways to analyze data, but in principle, analysis is useful for answering research questions because the data obtained is dissected with the relevant theory that has been framed (Soewardikoen, 2019).

In this design, we will use Brigitte Borja De Mozota’s theoretical reference in her book Management Design: Using Design to Build Brand Value and Corporate Innovation as a reference for data processing and management analysis to obtain effective strategy results for implementation. All data derived from internal business observations and interviews were categorized as internal analysis. Thus, the external analysis used competition data observation and interviews equipped with theoretical and secondary data. The categorized data are displayed below as Mozota’s framework and SWOT analysis. This analysis aims to identify existing aspects so that a systematic strategy for Y-Fashion can be developed to improve business sustainability in accordance with company conditions (Liani, 2019).

Tabel 1. The Design Management Strategy Process
(Source: Mozota, 2009)

Phases	Issues to analyze	Tools
1. Strategy Formulation	Industry Attractiveness	“PEST” Analysis
Competitive Analysis	Opportunities & Threats	“Porter Five Forces” model
External		Scenarios
		Strategic group
		Segmentation
		Matrix attractiveness/ assets
Competitive analysis	Internal Strategic capacity Key success factors	Value chain
	Strengths & weaknesses	Benchmarking Portfolio analysis
Organizational objectives	Synthesis	SWOT analysis
	Corporate governance	
	Stakeholders’ expectations	Matrix power/ interest
	Business ethics	
	Culture	Identify focalization
	Mission Vision	Design management strategic audit

Phases	Issues to analyze	Tools
2. Strategy Selection	Balance between governance objectives and SWOT analysis	Porter generic strategies - Volume/ price - Differentiation
3. Strategy Implementation	Strategy development routes	Vertical integration Diversification Internationalization

FINDINGS AND DISCUSSION

Based on the results of the questionnaire, it can be concluded that most respondents aged 17-25 years. Most are likely to buy Muslim clothing such as hijab, robe, koko, etc. in certain contexts such as Eid (and certain other days), worship, and daily activities. Respondents also expect the clothes they wear to be comfortable and to use appropriate designs and styles. In addition, respondents will look at quality, price, product appearance, reviews, etc. before deciding to buy clothing products.

Information about clothing products is usually easier to spread on Instagram, Shopee, and Tokopedia platforms because the reach is much wider. In addition, using the word-of-mouth method where family and friends play a role in helping to spread the Y-Fashion brand name to the public. Here, offline shopping is more in demand by many respondents because it is more practical, product quality that can be seen in person and tried on the spot, etc., while for online platforms, the number of which is not much compared to offline platforms, respondents choose to use Shopee, Instagram, and Tokopedia as media for shopping for clothes.

In addition, for Y-Fashion’s promotional media, many inputs and suggestions were provided by respondents to improve promotional media, especially in the visual and engagement aspects. This indicates that development is needed for Y-Fashion’s promotional media to leave an impact on anyone who sees it, both customers and new customers. Of course, this also applies to the Y-Fashion offline store, where most respondents chose to come in person, so they needed directions to mark the location of the store so that the public was aware of the existence of the official store. The adoption of the Design Audit by [Best \(2010\)](#) to discover how design can support a brand’s vision and values.

The summary that can be drawn from the questionnaire above is the need for a visual identity and design systems for Y-Fashion promotional media to give an impression to be embedded in consumers’ memories so that in this way, consumers will remember and “literate” about the Y-Fashion brand. In addition, there is also a need for brand communication media to interact with audiences who can adjust to their needs.

Table 2. SWOT Analysis

Internal	
Strength (S)	Weakness (W)
1. Adapt current trends and combining them with Muslim clothing to produce fashionable and syar'i products	1. Ineffective visual identity so that there is no differentiator from competing brands
2. Availability of products at various process, so that there	2. The design system has not been implemented properly in its visual media

	are clothing products for certain target markets	3. Marketing targets are too board and have not been well responded to 4. Promotion that are not yet effective and need development make the brand's impact in the eyes of consumers less recognize
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External

Opportunities (O)	(S.O)	(W.O)
1. Support from the government in building Indonesian MSMEs to help develop MSME businesses 2. Technological developments, especially in social media, make marketing and promotion of products easier, even for the farthest reach at once, so there is still a lot of room for updates 3. Over time, the market has the potential to grow so that consumers will always have the primary demand and need for new clothing products. 4. Collaborate with other brands either with similar or different products to increase, minimize competition and increase brand name among the public 5. Attend webinars or events offline as a presenter or sponsor to promote the brand. Participate in bazaars, exhibitions and festivals held	1. With more and more market developments, it is necessary to focus on product promotion with specific market targets (S2.O3) . 2. The development of increasingly advanced technology can make it easier to find trends that are happening in order to always keep track of fashion developments and create new product innovations for companies. (O2.S2)	1. Often attend online bazaars or webinars to increase brand name and engagement. In addition, you can also collaborate with other brands and create your own events. (W4.O5) . 2. Consumer demand for products is increasing and developing, forcing companies to always innovate brands according to their segments. (O3.W3) .
Threat (T)	(S.T)	(W.T)
1. The large number of competing brands that have far more names and are well known among the public. This also applies to	1. Trends in Bandung, which are always changing rapidly, make trend ideas minimally likely to run out. (S1. T3)	1. Take Y-Fashion's values or characteristics that are different from other competing brands and incorporate this concept into

<p>competing brands that have just appeared.</p> <p>2. Activity and engagement on competitors' social media brands that are far more active</p> <p>3. Bandung is a city with fast-changing trends, so Y-Fashion must always be ready to keep up with trends and create new products.</p>	<p>2. The large number of social media users, especially teenagers to young adults, can be used as an opportunity to increase engagement with consumers, special products for this segment can be used as content material for them to interact. (S2. T2)</p> <p>3. The use of Muslim clothing is now a trend among the people. (S1. T3)</p>	<p>a visual identity and design system. (W1.T1)</p> <p>2. Holding online events such as events or giveaways to increase engagement and the company name. (W4. T2)</p> <p>3. Taking trend developments that occur in response to expanding target markets and applying them to product innovation (W3.T3)</p>
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Based on the SWOT analysis results, it can be concluded that the strategy to be used in this design is the S.T. combination analysis. This strategy will be used as the use of external Threats (Threats) and internal opportunities in Strengths (Strengths) to create gaps in new strategic solutions. What strategies need to be done is to build Y-Fashion's visual identity and design system first by taking brand traits and characteristics, which are then applied to the visual identity. In addition, it can also hold events such as giveaways or other events by adopting trends that often occur to enhance its name.

Big Idea Proposition

The design concept proposition derived from the SWOT analysis focused on establishing a brand identity to strengthen Y-Fashion's characteristics and brand positioning in running business and competing in the fashion industry. Y-Fashion introduced its products as Moslem fashion products that combine trends into their clothing; then, their offered products will be up to date to the trend and available in stock. Thus, Y-Fashion offers comfortable and multipurpose products for both casual and formal occasions in an effort to increase self-confidence among its customers and inspire others. This concept was introduced to the wider community and conveyed using printing and online media as promotional media by Y-Fashion to reach its target market.

Analysis results derived from product and customer insights as a media to help determine whether the proposed big ideas are suitable for Y-Fashion. Product Insight derived from the Quick Answers method to collect customer reviews of previously purchased Y-Fashion products and perform material evaluation regarding the quality of the purchased products. The survey was conducted on an e-commerce online platform along with survey comments provided by walk-in customers.

The results were sorted from the most to the least, as follows: (1) The clothing material is soft, cool fabric, and comfortable; (2) Original premium clothing products; (3) Fast delivery for online service; (4) Beautiful designs, neat sewing, and exactly same as the picture online; (5) Friendly and fast response of admin; (6) Neat packaging. It is concluded that many customers prioritize product quality and originality because they can provide a good experience and impact customers, providing a feeling of satisfaction.

The customer's needs are influenced by their lifestyle and daily activities, where most customers are currently active in their daily lives, whether at college or at the office. They need clothes that are suitable for use in their busy daily schedules, which can help them be confident with their beautiful looks and neat.

Customer Insight, referring to the 7 Why's Method, is expected to open an opportunity for managers to discover the customers' wants and needs, which is rarely discussed. The Q&A section provides the following:

- a) Q: What do customers expect when wearing Moslem clothing?
 A: Many customers hope to look beautiful, youthful, and fashionable.
- b) Q: Why do you want to look beautiful, youthful, and fashionable?
 A: Among the women in Indonesia, both Moslem and non-Moslem are happy and love themselves more when they look beautiful.
- c) Q: Why do people like themselves more when they look beautiful?
 A: Because of social media, appearance is the first thing that is seen and assessed by the wider community; it has become a must for them to always appear neat in front of many people.
- d) Q: Why is appearance important when judging someone?
 A: Wider social media mean global trends influence Indonesia's fashion and trends and form a standard of suitable appearance in social circles. Thus, some negative impacts occur in social circles, one of which is that some women become less confident because they cannot meet the established standards.
- e) Q: Why do people feel they cannot fit the beauty standards?
 A: Because the demands of social circles nowadays cannot necessarily be followed by everyone, some of them feel less confident and find it difficult to fit social circles.

The Y-Fashion brand wants to convey to its audience that they always look beautiful and confident as they are. This is the big idea behind its brand image and is expected to invite more people to always receive blessings through their daily activities, based on the Moslem viewpoint. The main key is located in the section 'Inviting and Inspiring' as a symbol of the main characteristics of the brand. Y-Fashion's brand and logo are designed with a simple character but are unique, thus having flexibility in shape, color and size balance (Swasty, 2016).

Table 3. Communication Strategy Matrix

Communication Goals	Strategy Communication	Communication Messages
To Inform	Attention	Introducing the Y-Fashion brand to the public through online and offline media platforms (social media and printed media) by offering product advantages. As well as providing content related to customer needs. It creates a feeling of having to own the product almost close to Fear of Missing Out (FOMO)
	Interest	Re-invite and persuade designated customers by bringing reviews from previous customers to social media platforms to regain confidence in designated customers.
To Persuade	Search	Facilitate the 'Call to Action' process in which customers search for shops. Marketplace platforms will be included in social media content and printed media.
	Action	Customers decide to buy good brand products from online and offline platforms
To Remind	Share	Following the customers purchases, an experience will be gained in the consumer's mind, which will result in a review being left on the online platform for potential customers to look back on in the future. Or by recommending brand products to other people (Word of Mouth).

CONCLUSIONS

This study was conducted to form a strategic business to maintain the sustainability of a company. This is an advantage for increasing Y-Fashion sales on online media. Currently, Y-Fashion often holds giveaways on social media and collaborates with other brands.

Table 4. Design Strategy Matrix

Analysis Methods	Conclusions
Target Audience Data Analysis	Y-Fashion's main targets are women with an age range of 26 to 45 years, upper middle class, and SES, and they are included in levels B-A. Meanwhile, a variety of other target markets are early mature women (productive age, entry level workers, and lower middle class) with SES class taking levels B+/-B. Therefore, it is necessary to have approaches and promotion techniques that are different and referring to the target market. Categorized by three analysis stages of Segmentation, Targeting and Positioning (Kotler & Armstrong, 2018).
Interview Analysis	The Y-Fashion online platform has just started to operate, making it necessary to update its visual identity and promotional media. This is useful for building a brand character that leaves a strong impression on consumers. Because Y-Fashion encountered threats from substitutes (Wheelen & Hunger, 2012), it needed to strategize about cheaper substitute products or replacement products with better quality and low switching costs (Widayani, 2018). Based on the characteristics of Y-Fashion products, which are simple, elegant, and everlasting, they can be taken as keywords for the visual identity of the Y-Fashion brand. Produce a design system as a medium for brand communication.
Questionnaire Data Analysis	According to the questionnaire, Y-Fashion must create a visual identity and design system for promotional media. This is useful for giving consumers an impression that is instilled in their memory so that in this way, consumers will remember and become "literate" about the Y-Fashion brand. In addition, brand communication media is also needed for interaction with audiences that adjust to their marketing targets. Finally, there is a need for directions that tell the position of the Y-Fashion Store and distribution media.
Observation Data Analysis	The Y-Fashion restaurant requires clear and visible signage to indicate its location. In addition, stores require informative media to inform product distribution.
Matrix Analysis of Competitiveness Comparison and Existing Visual Identity Data	Businesses that focus on Muslimah clothing/boutique/fashion tend to use bright pastel colors, with a feminine and symmetrical style, to produce an elegant visual. Y-Fashion does not yet have its own visual style that differentiates its products from other products, resulting in an inconsistent style. Therefore, we need a design system with visual styling to gain public interest and awareness for brands. Environmental Graphic Design is an existing visual identity that needs to be developed by design to communicate information / brand value through symbols,

Analysis Methods	Conclusions
	writing, pictures, and diagrams such as Wayfinding and Signage (Calori & Vanden-Eynden, 2015).
External Analysis	In external analysis, several factors must be considered in the macroenvironment that affect the company's growth. In the PEST analysis, the political and economic aspects of management have many opportunities, such as the end of PPKM, the deployment of MUFFEDT, and government support. Meanwhile, in the social aspect, opportunities such as Muslim clothing are now a global trend, and many fashion trends are constantly changing; thus, ideas are endless, and so on. However, this has also been followed by threats, such as since the advent of WFH, the use of formal attire has not been used too much, and finally, in the technology sector, it is an advantage for managers because technological developments make it easy for companies to reach. Then, for Porter's 5 forces, an assessment of the adoption of Porter's 5 forces (1985) was conducted (Pamungkas, 2016). The threat of newcomers and competition between competitors in the same industry is high because of the intense competition between the fashion industries in Bandung, which makes brands compete to build their own names. While the other 3 aspects have a moderate threat. Therefore, Y-Fashion must always maintain and update its approach strategy, value delivery strategy and engagement, and maintain loyalty consumers toward the brand to maintain its position in the industry. As a strategy to survive rivalry among existing competitors (Porter, 2008 in Paramadita & Hidayat, 2022). All owned business aspects are optimized by some tactics, such as price competition, promotions, and improving the service or guarantee to customers (Limantoro, 2018)
Internal Analysis	In the analysis of the internal environment, the marketing system in Y-Fashion is functioning well. However, a lack of Human Resources makes the workforce lacking, so there are several aspects that do not go well.
SWOT Analysis	After explaining the Strengths, Weaknesses, Opportunities, and Threats from both external and internal factors, we conclude that the strategy used is S.T. In this strategy, strengths from within the company and external threats are used. An innovation in the strategy to form a solution.
Market Analysis	In this analysis, the Product Life Cycle method will enter the growth stage where the company will introduce products (to inform) to consumers and invite them to buy products (to persuade). In addition to responding to market developments, market strategy development will be used to form new target markets with existing products. In this case, Y-Fashion will divide the target market focus into two.
Porter Generic Strategy	The business strategy that will be used in the Y-Fashion brand is the cost-focus strategy, which focuses on the service and demand for one or two predetermined target markets to meet the needs

Analysis Methods	Conclusions
	and the desired service in the segment (Wheelen & Hunger, 2012).

Based on the series of analyses above, it can be concluded that with the many types of clothing in Y-Fashion boutique products and the development of the Y-Fashion market, the target market focus has increased and varied; thus, we must divide the target marketing focus. Thus, there is a need for an update of the old visual media because it is not yet optimal and well-operated, so a new visual identity and design system is needed as a medium of delivery, as brand values and characteristics should be implemented into online and print promotional media for offline stores.

The design proposition focused on an emotional approach by introducing Y-Fashion as a Moslem clothing brand that offers its products to increase self-confidence among those who wear them. The customers' expectations are that they look beautiful, fashionable, and youthful. Thus, social media concepts used a Slice-of-Life approach to strengthen emotional relationships as expectancy the customers feel as if their content is needed and relates to everyday life by providing content that connects to daily activity, specifically Islamic religious activities or the claimed verses from the Koran as a reminder.

The message concept approach was used to communicate the brand and introduce products using online platforms such as social media and offline platforms such as printed media. Additionally, the types of offered products are multipurpose to fit customer needs by offering products that can be used for meetings from home or working at the office. This is the eagerness of Y-Fashion to create comfortable products that can be used in any work situation.

LIMITATION & FURTHER RESEARCH

The limitations of the study are within the Visual Communication Design with the Designpreneur concentration. Research focused on concerting and implementing a design strategy for Y-Fashion, a Muslim fashion store in Bandung, West Java, Indonesia, to help respond to developments in the target audience and increase its business development. Further research is suggested to analyze the brand awareness of design from this study.

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