

## The Role of Fashion Industry in Bandung Creative Industry Subsector

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**Abstract.** This research knows one of Indonesia's Creative Industry sub-sectors, that is the fashion industry. The rapid development of the fashion industry in the city besides Factory Outlet , Store Distributor ( Distro ) , Pasar Seni ITB , Helar Fest , Trademark Market , and most recently the Little Bandung . Several efforts made by the Government of Bandung in the development of the Creative Industries are: Facilitate meetings with the creative community, such as Bandung Creative City Forum (BCCF), Artepolis, Common Room, and other relevant stakeholders. The purposes of this research are: First, why is the fashion in the city as one of Indonesia's creative industries subsector? Second, why Bandung is very conducive to the development of the fashion industry? Third, what are the main strengths of creative industries Bandung thus experiencing rapid growth? The method used in this research is qualitative method with a direct approach to the object carried out to analyze the development of the fashion industry in the city, observation, interview, and literature study. The results of this research are Bandung as tolerant city of new ideas and appreciate the freedom of the individual into the main capital in the development of creative industries Bandung, Bandung is very potential place to synergize and collaborate colleges, businesses, communities, governments, and the media in order to create a culture of creative economy. The main strengths of the creative industries Bandung are the design, the diversity of raw materials, brand specificity and uniqueness of the fashion product itself. Pioneer of creative industry in Indonesia is Bandung, with the establishment of Bandung Creative City Forum (BCCF) which is the first step for Bandung to plug into a creative city.

*Keywords: Industries, Fashion, Creativity.*

### Introduction

Design became one of the creative industry that thrives in Bandung, the citizen realize an artistic content in a product design has a high value. Bandung is a creative city with the biggest creative potential of human resources. Bandung as the largest manufacturer in the fashion community which is able to bring a variety of businesses people who are engaged in the business of retail. Since the first Bandung has been known as a center of textile, fashion, art, and culture as known as Paris Van Java. Clothing needs in daily life is the underlying human life in the activity. Bandung is famous as the city of fashion; garments produced by Bandung city are famous, unique, and interesting. So far, the sub-sectors of creative industries that can be used as seed in Bandung among which are music, fashion, art, design , architecture, IT and food (culinary).

The creative industries can be defined as the industry comes from the use of creativity, skills, and talents of individuals to create wealth and employment opportunities by generating and exploiting the creativity and inventiveness of the individual (Sumotarto, 2010). According to

Simatupang (2007) Indonesian government in this case the Ministry of Trade has set 14 creative industry sectors, namely 1) Advertising, 2) Architecture, 3) Art Goods Market, 4) Craft, 5) Design, 6) Fashion, 7) Video, Film, and Photography, 8) Interactive Games, 9) Music, 10) Performing Arts, 11) Publishing and Printing, 12) Computer Services and Software, 13) Television and Radio, also 14) Research and Development.

In accordance with the policy analysis development of creative industries, there has been a policy instrument that contains the form of the provision of public spaces, infrastructure and patents. Bandung as a city that is conducive for the provision of public spaces in creating new creative ideas and innovation. Creation of a creative city is not limited in scope, but Bandung which had a fashion industry with businesses people that pretty much made Bandung as the largest contributor to exports of creative industries, with the total contribution reaching 61.13 percent of total exports of creative products. This is equivalent to 5.96 percent of the value of national exports with an average reach Rp 53.94 trillion (Sindonews , 2013). The development of creative industries in the city based on the community and the role of small businesses. Bandung is considered to make creative industries as one of the tools that can improve the economy of the city.

## **Research Problem**

In accordance with the description on the background of the problem, the authors propose that the problems are formulated as follows :

1. Why did fashion in the city as one of Indonesia's creative industries subsector?
2. Why Bandung is very conducive to the development of the fashion industry?
3. What are the main strengths of creative industries Bandung thus experiencing rapid growth?

## **Theoretical background**

Research on Creative Industries has been done by other researchers entitled "Identification of Value Chain in the Field of Fashion as part of the Creative Industries to Make Bandung as the Champion" by Amelia Setiawan from Parahyangan Catholic University in 2014. This study discussed the creative industry is an industry that is derived from the utilization creativity, skills, and talents of individuals to create wealth and employment opportunities by generating and exploiting the creativity and inventiveness of the individual. Creative industries are currently trying promoted by the Indonesian government.

Of all the sub sectors of the creative industries that exist, there are three sectors that look continues to evolve and become a reference for tourists to come to Bandung, the sector is fashion, craft, and culinary. From the three sectors, which look quite interesting to see is the fashion sector. See from the history of Bandung, the city is famous for textile and garment industry. Both of these industries are making Bandung city cannot be separated from the fashion

industry as whole. The fashion industry is currently prosecuting perpetrators attempt to always innovating, it is because competition in this industry is very heavy. One part of the fashion industry is the distribution outlet (distro). The development of this distribution is very good so that many young entrepreneurs who tried to jump to this fields. Interestingly enough distribution outlets in Bandung are built with an entirely different system than the system that already exists. How a distribution product that starts from the raw materials to the final product that finally reached the hands of consumers is very interesting to study.

As for the other writing on Creative Industries in the form of a thesis entitled "Design of Fashion with the Creative Industries Sector Benchmarking approach on Queensland's Creative Industry" by Mohammad Adam Jerusalem PTBB Department, Faculty of Engineering, Universitas Negeri Yogyakarta in 2009. The thesis is examined in order to develop the creative industries in the fashion field, so it is required a grand design in the development of creative industries fashion field. In this study, the field of fashion designing creative industries conducted by benchmarking approach to the creative industries already established in this case Queensland's Creative Industry. From the study is a known design stage creative industry fashion field consists of the establishment of vision, key objectives, catalysts, supporting aspects, the cluster approach, and creative industries strategy field of fashion. In the operational realm, then the output of this design is a plan of action (action plan) development of creative industries fashion field .

## **Research Questions**

In accordance with the problems that have been described, the goal of this research is:

1. The Bandung city as tolerant of new ideas and appreciate the freedom of the individual into the main capital of Bandung in the development of creative industries.
2. Bandung is a very potential to synergize and collaborate colleges, businesses, communities, governments, and the media in order to create a culture of creative economy.
3. The main strength of the creative industries Bandung is the design, the diversity of raw materials, brand specificity and uniqueness of fashion products.

## **Significance Of The Research**

The benefits of this research are expected to provide input, both theoretical and practical, as follows:

1. Theoretical aspects

Provide knowledge of the author on creative industries generally are very minimal based on literature data. This research would also be additional research capable, as well as a reference in the study of art, and able to provide a theoretical understanding of the public understanding of the existence fashion industries.

## 2 . Practical aspects

- a. This study can be useful for presence information creative industries especially fashion industries in Bandung.
- b. Science contributes primarily related to Creative Industries.

## Research Methods

The method used in this research is descriptive qualitative, where research studies are based on literature study. There are three main issues, why fashion in the city as one of Indonesia's creative industries subsector?, why Bandung was very conducive to the development of the fashion industry?, what is the main strength of the creative industries Bandung thus experiencing rapid growth?

## Data Collection Techniques

This study uses multiple data collection techniques, as follows:

### 1. Observations

The process of field studies related to trace fashion wear community them by visiting:

- a. Pasar Seni Institut Teknologi Bandung.
- b. Trademark exhibitions, Helar Fest exhibitions.
- c. Retail stores that makes collection within a collection of clothing.
- d. Online Store Fashion Community (Facebook, Twitter, Insatgram, Path).

### 2. Interview

In connection with information regarding fashion community and its existence until now, the interview is done by digging a number of information obtained by interviews with:

- a. Founder Common Room Foundation, Mr. Gustaff Hariman Iskandar.
- b. Shop Owner Factory Outlet, Shop Owner Distro
- c. Bandung Creative Communities

### 3. Document

- a. Indonesian Book Creative Economy Development Plan
- b. Textbooks are related to the issues discussed , and the mass media.

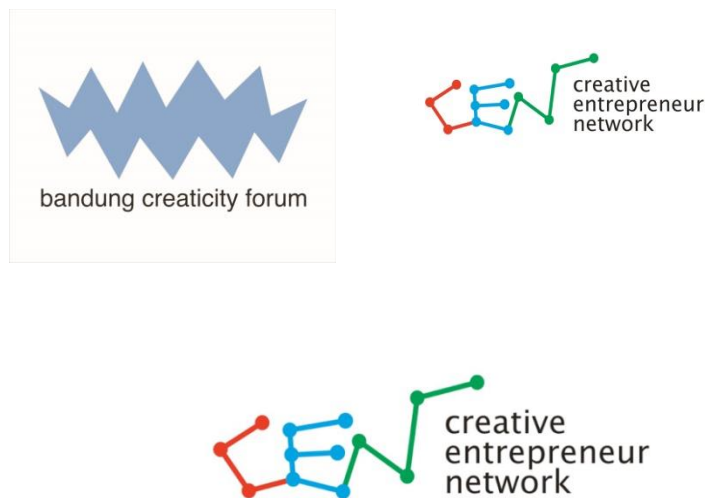
## Result

**“ Bandung as a city that is tolerant of new ideas and appreciates the freedom of the individual into the main capital of Bandung in the development of creative industries “.**

Bandung Creative City Forum (BCCF) or the Society for Creative Communities Bandung is a cross-community forums and creative organization declared and established by a variety of creative community in the city on December 21, 2008. As an official organization, BCCF has been transformed into an independent organization which has a goal to be able to provide benefits to society in general and the creative community in the city of Bandung in particular. In each activity, BCCF using education based on creativity approach, planning and improvement of

city infrastructure as a means of supporting the development of the creative economy and creative entrepreneurs create either individual or community. At the end of this forum participated initiate the development of branding strategies and build the broadest network as a collective effort in order to ordain the city of Bandung as a creative city that is ready to collaborate simultaneously compete globally.

There were a number of programs that have been born by BCCF in synergy with a variety of creative community in the city. Among the programs Helar Festival in 2008 and 2009, in the form of a series of celebration activities (city festival) which are intended to show the variety of the growing potential of the creative economy in the city. Creative Entrepreneur Network (CEN), which is one division in BCCF program, launched on May 24, 2009 in Singapore. CEN existence was to accommodate the various types of creative entrepreneurial community located in the city of Bandung. CEN where the latter can become a center of creative networking among economic operators, providing events to network, build skills and knowledge to local entrepreneurs through workshops, seminars, business clinics, and so on. CEN also has a duty to make collaboration with sister organizations in cities in other countries that also have a community network and the creative industries.



**Figure 1.** Bandung Creative City Bandung  
 Source:(<https://bandungcreativecityforum.wordpress.com>)

There are some communities in BCCF:

- EcoEthno
- Batik Fractal
- Kayak.bdg
- Riset Indie

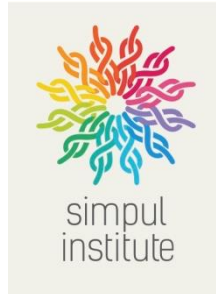
- Labtek Indie
- PicuPacu
- CAB
- JendelaIde
- Bikers Brotherhood
- Air Foto Network
- Sembilan Matahari
- Independent
- Majelis Kreativitas
- Common Room
- Sunday Smile Picnic
- Sahabat Kota
- Generation Indonesia
- YPBB
- NGADUide

In 2010 BCCF make Bandung Lively program is a series of creative activities with the aim to intervene in the public space in the form of Reka Bandung City, Bdg Nyala Merdeka Building and Bragakeun Bragaku. After that, in 2011, BCCF cooperation with the United Nations Environment Programme (UNEP) and the Ministry of Environment (MOE) Indonesia helped make the program successful TUNZA International Children and Youth Conference on the Environment held at Sasana Budaya Ganesha Bandung. As an important note that of the Tunza program was born of a declaration which called Babakan Siliwangi World City Forest which stipulates that the region is the scene of Bandung Siliwangi World City Forest is required to be kept together. This declaration has been agreed upon and signed by the Mayor of Bandung, Indonesian Environment Minister and UNEP. At the same time, also inaugurated a bridge forest (forest walk) in the scene of Siliwangi as a symbol that the true people of Bandung can easily access the forest while emphasizing expectations of the citizens of Bandung to always maintain forest scene of Siliwangi as urban green spaces without buildings.

**“Bandung is a very potential to synergize and collaborate with universities , businesses , communities , governments and the media in order to create a culture of creative economy.”**

Public spaces for the community have become one of the efforts initiated by the BCCF to increase the potential of the creative economy in the city. In 2011, BCCF provide a creative space called Bandung Creative Hub (BCH), better known by the name of Space Node I, which is located at No. 329 Jalan Ir.H.Juanda Bandung. In 2012, BCCF inaugurate a public space others, namely Node Space II is located at Jalan Purnawarman No. 70 Bandung. This creative space will certainly facilitate all sorts of programs that are offered by the community as exhibits, discussions, workshops, excursion, presentations, community meetings and so forth. Where all the programs that present expected to have a value and creativity in her message of togetherness. In the end BCCF has hope ahead for a moment these spaces can become binding knots of

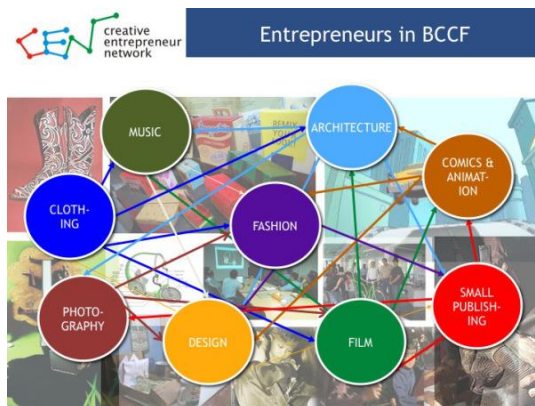
creativity and collaboration of individuals, communities, and organizations that have a creative spirit that never cracked by time.



**Figure 2.** Simpul Institute

Source : (<http://bccf.co/en/program/simpul-institute/>)

Creative Entrepreneur Network is one division in BCCF program, launched on May 24, 2009 in Singapore. CEN existence primarily to accommodate the various types of creative entrepreneurial community contained in BCCF, given that the type of entrepreneur who must be related to one another, especially in the context of industry and creative economy has gradually awakened established in Bandung. The objective of establishing CEN is to become a center of creative networking among economic operators, providing events to network, build skills and knowledge to local entrepreneurs through workshops, seminars, business clinics, and so on, and make collaboration with sister organizations CEN in cities in other countries that also have a community network and the creative industries. CEN membership, apart from BCCF members who have entrepreneurial, also composed of SMEs which are CEN-BCCF networking, students, companies that act as partners and supporters, entrepreneurs beginners, and people who are visitors, customers, and communities creative program in the CEN is divided into short term, medium term and long term, among others, is to make an inventory of creative entrepreneurs in Bandung and its surroundings, making events where entrepreneurs can meet with customers or clients, reward and create internet-based networks.



**Figure 3.** Flowchart Entrepreneurs in BCCF

Source : (<https://bandungcreativecityforum.wordpress.com/cen/>)

## CommonRoom Network Foundation

Common Room is a space that brings together diverse individuals, communities and organizations. Along with the development of various forms of cooperation and collaboration, where it then becomes a kind of container in which various groups can design and realization of activities based on interests and objectives are manifold. At that time the focus of the Common Room, relying on praxis, assessment, and the development of knowledge related to the world of creativity, including literature, film/video, art, music, design, fashion, new media, as well as cultural and ecological urban communities in Bandung. As for the various activities being developed are exhibitions, film screenings, workshops, public lectures, discussions, concerts, cultural festivals, etc.

In 2006, Common Room officially became a non-profit organization registered in the Ministry of Justice and Human Rights. From that time known as the Common Room Collective Space Foundation Partners also called Common Room Networks Foundation. Activity Bandung Center for New Media Arts gradually merged into the new organizational structure, while Tobucil decided to continue to develop its activities separately and moved to a new place in 2007. The process of restructuring the organization runs in the period 2006 until 2007, up Common Room later developed into an open platform for the arts, culture and the use of ICT/Media in 2008. In this period the activity Common Room more involving various individuals, communities and organizations are diverse; both from within and outside the country.

On development, the Common Room and then becomes a place of dialogue and bridge the needs of multidisciplinary cooperation. In addition, the Common Room is also a space that connects individuals, communities and organizations that have diverse economic background, social and cultural activities through a series of interaction and collaboration, in addition to sharing experiences and knowledge exchange. Common Room is also a forum open to experimentation activities, exploration and incubation to encourage the process of creation and innovation. In addition, this place is also a vehicle to achieve common goals as well as an opportunity for anyone to get involved in various activities there. Until now Common Room evolved not only into a physical space, but also an organization that facilitates public initiatives to develop knowledge and skills in the field of creativity, as well as the use of media technology through everyday cultural practices that rely on networking and collaborative working.



**Figure 4.** Common Room Foundation  
Source : (*commonroom.info*)

The main strength of the creative industries Bandung is the design, the diversity of raw materials, brand specificity and uniqueness of fashion products.



## **Fashionary.Bdg.**

Bandung is a heaven of fashion. With the creative potential that is owned by his son, now known as the Bandung city creator mode in Indonesia. Fashionary.BDG is an event that was initiated by the Department of Trade of industry SMEs and Cooperatives of Bandung city in collaboration with Bandung Creative City Forum (BCCF), provide fresh air for designers and fashion industry in Bandung connoisseur. Event held Saturday-Sunday (16-17/11) on the Roof Top Paris Van Java Mall in Bandung that intentionally created to display the condition of development of the work of the child fashion Bandung today. Interestingly, Fashionary.BDG is packaged in the form of education, culinary, entertainment, talk shows and the market place. According to Andrea Vidyawati, designer Shoes and MKS drafter Fashionary.BDG, fashion is not 'solely' what we wear on the body, but also included food, because it was all part of the lifestyle. Therefore, gobs of kids incorporated in Bandung in Fashionary.BDG is those who work together to map the perpetrator-perpetrators of the fashion in Bandung. In addition, the event is also one of the means to promote movement of love and use local products, or which are often heard as #BandungPride. Was officially opened by the Mayor of Bandung, Ridwan Kamil, Fashionary.BDG looks crowded by visitors of the event. They look enthusiastic to visit nearly 20 a booth exhibiting works best early in the event Saturday (16/11) that afternoon. According to the organizers, the majority of target visitors Fashionary.BDG is the younger generation who are expected to love the local product and with an interest to contribute to the development of the fashion industry in Bandung

Exhibition booth Fashionary. Filler BDG is representative of different brands of original Bandung from different generations. Fashion of the 90s represented by C59 and Tegep Boots. The distribution is represented by Airplane Systm. Fashion from the 00s is represented by Ceramic Kandura, MKS Shoes, Plastic Dolls, Kulkith, Lacey, Jersey Motoa Indonesia, HGL House, and others. While the Chargers booth culinary, Ukon, Addictea Bin looks, Culinary, Pampidou Syndicate, Spice n Spaces by HTC Studios, heritage and Nomad Fourspeed. Some communities are considered to be fashionable, such as Brotherhood, Workshop costumes, and Urban Jedi also enlivens the event. On the second day, Sunday, to coincide with Fashionary.BDG looks increasingly crowded by visitors. They were treated with talk show themed 'Fashion in Bandung City Developments'. Talk show that invite some pop original fashion Bandung, as Marius Widyarto (C59), Tegep Octaviansyah (Tegep Boots), Fiki Satari (BCCF, Airplane System), Fitri Vidyawati (MKS Shoes), Sik Asik Hudaya (HGL House). On that occasion they are casually invites its visitors to dare to contribute in the development of the fashion industry in Bandung. Especially the women, who is closely linked to the world of fashion. Among the available booth, there is one very proud new entrant, i.e. Motoa Indonesia. Indonesian Product Motoa original Bandung's famous clock with hours that is environmentally friendly. Indonesia Motoa products initiated by Lucky d. Aria and eco Gunawan, utilizing waste furniture factory as a base material in their production the watches. These watches are comfortable to use because the light on the hand and look very trendy. Other unique fashion products that come into exhibition in Fashionary. BDG Kandura is ceramic made of ceramic material accessories.



**Figure 5.** Fashionary.bdg Exhibition

Source : <http://news.indonesiakreatif.net/en/ayu-cinta-produk-lokal/>

## Trademark Market

Trademark Market is a collection of all of the unique local products. Trademark is the largest indoor market and the first in the city of Bandung. Trademark characterized by one stop shopping where visitors can find a retailer, local brands and artists. Trademark Market also provides an opportunity to promote and sell local products nationally. Various types of goods sold in this title, such as clothing, furniture, toys, cameras, shoes, accessories and other unique items. Basically Trademark no different from other business expo event only products that fit the original product in the country of Indonesia.

Trademark Market target group of young people as a target of selling products tenants while not ignoring other consumer groups. This is caused by the product being sold is a concept store that is characterized by a young child, so most visitors is the younger generation. Since the first held in 2011, has now become one of the Trademark Market event is always awaited his presence. Not only the people of Bandung, this event becomes an attraction for tourists from outside the city such as Jakarta, and other cities and even to foreign countries such as Malaysia, Singapore, and foreign tourists who happened to be settled in Bandung. Associated with the brand, Trademark presenting quality brand and limited. Trademark brand contained in the creation of any product able to be accommodated, and this becomes an opportunity for promotion and can be sold nationwide. There are various types of goods are sold here, ranging from clothes, interiors, food, shoes, accessories and other unique items.



Figure 6. Trademark Market Exhibitions  
Source : thetrademark.co.id

## Conclusions

Bandung does not have the natural resources and energy. Who owned only human resources? Therefore, the Government of Bandung encourages the growth of creative industries, such as fashion, culinary, and design. To realize Bandung as a business friendly city, Mayor Ridwan Kamil made the breakthrough by licensing decentralize to districts and villages. A breakthrough that made Mayor Ridwan Kamil is the vision of the creative economy, in cooperation with Telkom in the form of digital valley. Start up the start-up were collected then trained by Telkom to be ready so entrepreneur. There are Bandung Techno polis, for new entrepreneur who need a place free for 6 months, which aims to motivate young children plunge into entrepreneurship at a young age with the help of the infrastructure by the government, Fashion Bandung in cooperation with Malaysia to make Kick Fest in Malaysia with the concept of Bandung, Bandung Store prepares to open stores in other countries with its products the best of Bandung. Scoping was in Singapore, Kuala Lumpur, and in Africa.

One of the secrets to success in the fashion industry is working with a creative force, strategic strength, and psychological strength optimistic of everyone in the workplace. Fashion business is very sensitive to quality, fashion, prices, trends, and lifestyle; which always changes with the changing needs, purchasing power, and consumer tastes. Therefore, total integrity required of every person in the fashion industry to be proactive in understanding and serving all the needs of the market perfectly. Consumer is a treasure trove of fashion industry that will continue to create added value for the progress of the fashion business. A fashion industry should be understood about the meaning of all designs are made, whether fashion design is capable of creating a sense of comfort, a sense of worth and happiness for the users? Which certainly every human need clothes to cover her body. Current developments are very rapid fashion business, from distribution business, boutique business, factory outlet, to the clothing business into a business opportunity that generates sizeable turn over. Because of the interest of the fashion market is increasingly higher. Therefore, the fashion industry is not going to ever become extinct by any changes, but the fashion industry is always in need of innovation and imagination without

limits for presenting the works of fashion with the latest fashion and trends, which is able to answer the needs and satisfaction of consumers .

### **Acknowledgements**

Rika Nugraha M.Sn is a Lecturer of Textile Craft and Fashion Telkom University Bandung, Indonesia, especially for courses jewelry design and fashion design. Riset activity: "The Study Form and Function of Kebaya Sunda in the present context" (2014), "Call for Paper Diseminasi Hasil Litbang Tekstil BBT" (2013), Internal Research "Klobot Waste corn as a raw material of textile clothing" (2012), Research Grant "The influence of color psychology in interior aircraft"(2012), Final Project "Utilization of waste klobot corn for textile interior of the apartment"(2002).

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