

ABSTRACT

Traveling now starting to be favored by most Indonesians, especially milenial people. The existence of influencers or fashion bloggers who often share their activities documentation on social media to places that are aesthetic and beautiful such as beaches, mountains, cafe or coffeshop with instagramable architecture that makes the community especially millennials who average age 20 to 35 years have the desire to do that. The milenial generation likes to travel that is unique, new and has different challenges, this style of traveling has finally given birth to many new sights that are instaramable with attractive views and photo spots. With the increasing interest in traveling activities, it has caused significant growth in fashion and accessories products especially those that have high functional value. So that this phenomenon has the opportunity to be developed into new business opportunities in the field of shoe fashion accessories with decorative embellishment made in handmade and crafty. This research uses qualitative methods which include literature studies, observations, interviews and exploration. In this research, the writer can find a new business opportunity to create a brand of women's traveling shoes with a target market for milenial people to meet their needs when traveling.