

ABSTRACT

The Covid-19 outbreak entered Indonesia in 2020. As a significant achievement in the Indonesian economy, MSMEs of course experienced a huge impact due to the Covid-19 pandemic. Digitalization is the key for MSMEs to survive in the midst of the Covid-19 pandemic. Especially in the type of fashion item, which during the Covid-19 pandemic was extraordinary. As many as 90 percent of MSMEs in Bandung are affected by the Covid-19 pandemic. When the Covid-19 pandemic made finances weak, well-known brands began to bounce back with one of the businesses using the website.

This pandemic condition has more or less caused many businesses to experience problems and even go bankrupt. This is due to many things, one of which is the lack of adaptability. Another reason that makes this pandemic era one of the right reasons to start a business, especially in the fashion sector, is the increasingly advanced technology. This is because the technology that is currently being made makes it easy and aims to reduce contact between sellers and buyers. Furthermore, many people who initially did not want to move from offline to online platforms were forced to maximize digital marketing.

This study aims to analyze the success of fashion entrepreneurship in the city of Bandung based on indicators of business success factors which include planned modifications in terms of process modifications, product modifications and also changes in business models. Functional areas such as HRM, finance and marketing. In HRM, human resources is one of the functional areas of the business that is most affected by negative and positive growth depending on the type of business. Finance budget revisions and cost reductions for the use of services or products. Marketing emphasizes more on digital marketing by using effective social media and focusing on customer relationship management strategies. Technology adoption this technology assistance can help business people make online sales so that they get a lot of customer reach. Other sources of business continuation are businesses that are bound to modify and form several long-term and short-term strategies for the continuity of business growth. The objects in this research are Havanyawears, RDL, UNPLGD, Tattyara and Minimimo micro businesses.

This study uses qualitative methods with descriptive and multi-case data presentation to find similarities and differences in the drivers of business success in the five businesses in the fashion sector in Bandung. Sources of data used in this study are business actors in the fashion sector which were obtained through interviews, observations, and documentation. The resource persons involved in this study were the owner of Havanyawears, RDL, UNPLGD, Tattyara and Minimimo.

From the results of the study, it was concluded that the five fashion business actors in Bandung can be said to be successful in running their business during this pandemic. The results of this study are expected to be an evaluation of other business processes carried out by other business actors.

Keywords: Fashion, Micro Business, Business Continuity, Covid-19