

# Family Economic Independence through Online Clothing Buying and Selling Business in South Sulawesi

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**Abstract:-** This type of qualitative research through phenomenological approach, as for the results of the study shows that the concept of online business is very profitable because in the marketing aspect does not require providing a place to be guarded at all times, . The clothing business is the most in-demand business for women, especially those with large capital. Because the appearance of fashion will support one's appearance to be more interesting and become a trend setter in the community. Since the presence of social media is not only used to communicate or just exist, but can sell in order to get the integrity of online shopping fashion activities is a new form of communication that does not require face-to-face communication, but can be done separately from and to the rest of the world through notebook media, computers, or mobile phones connected to Internet access services, so that in its activities business has a reach and market share of consumers in the country even abroad.

**Keywords:-** Online, Business, Communication, Services, Technology.

## I. INTRODUCTION

In today's modern times, we are familiar with the existence of smartphones. Smartphone use is increasing every year. There are social media features offered and easy access to the internet on smartphones. This makes it easier for us to communicate with friends, friends, even with relatives who are difficult to meet. Social media facilities on this smartphone are not only for communication, but can be used for promotional purposes. This is a great opportunity for manufacturers to promote the goods they sell. Moreover, nowadays it is a trend of selling with smartphones and adequate internet facilities. The trend that is being raised in Indonesia even abroad is online business or better known as online shop.

A wide variety of items can be obtained online. From clothes, shoes, bags, accessories, cosmetics, we can buy online through the internet, just by doing one 'click' only. Online shop, a business that is easy to run and cheap, because it does not spend very much capital. Simply post a photo of the product on sale and post it on social media. The purpose of creating this online shop business is more to improve the prosperity of the private individual economy by

relying on the internet that is advancing rapidly even today into the lifestyle of some people.

In Indonesia the utilization of internet technology began around 1995 when Indo Internet opened services for industry. If you look at its potential in the future, it is possible that educational institutions will dominate it. The use of internet technology for education in Indonesia officially began since the formation of telematics in 1996. Currently, information technology has developed that can be utilized to overcome these constraints. It is time that information technology was utilized optimally in the implementation of education and trade in Indonesia. Moreover, in the future education and trade will face very intense global competition. In order to win or be able to participate in global dynamics requires the prerequisite of strength of confidence and self-reliance.

We need to know that business development on the internet is now faster. Business innovation on the internet will continue to be born, overcoming the constraints of weak internet fixed network, scattered islands in the Archipelago and limited payment card owners. As a virtual space (online) and as a market, Indonesian social media volume is very large, growing and active. Although most of its users use social media and the internet to socialize, it also promotes solidarity and citizen movements. So by increasing the need for information that makes everyone need to be able to update information at all times, today's technology produces a more instant support service to be able to realize that. The Internet is a global collection of thousands of freely managed networks. The Internet is becoming popular because it is the right way to get the latest information with its variety quickly.

The development of OnlineShop or online store through internet media has mushroomed in Indonesia, even very well known by the public. The variety of conveniences in shopping and various types of products and services offered, makes Indonesians make OnlineShop as one of the new "shopping places" besides shopping centers. This makes many OnlineShop sellers who are competing – the competition to offer their products in various ways to attract consumers shopping, they take advantage of the circumstances in which Online Shopping is currently in demand by the Indonesian public until now.

Meanwhile, business people can use it to build businesses with unlimited market reach. There are many benefits that can be learned from the internet network, almost all areas can enjoy the benefits of the internet, such as business, banking, insurance, tourism, education and so on. The pattern of daily life has gradually changed since the creation of the internet. Business, trade, banking, insurance, tourism, education and various other fields have adopted the internet to support the creation of e-Business, e-Commerce, e-Marketing, e-Education, and so on. These changes will of course continue with the rapid development of the internet in Indonesia. The spread of internet facilities in various circles so that it allows entrepreneurs to increase their marketing online through Internet media, it is possible to market local products that they make so that it can be known by the public at large.

The Clothing business is much in the interest of women both teenagers and adult women, many people who take this business opportunity to become a promising future business. The clothing business is the most in-demand business for women, especially those with large capital. Not only large capital owners but for those with small capital or without capital can also have a business selling these clothes. This fashion at any time remains the needs of many people so this business opportunity remains the choice of many people.

The business of buying and selling clothes has many advantages compared to other businesses because without capital you can still run this business, when compared to other businesses, the risk of loss of this business is still minimal because the interest is very much. Buying and selling clothes becomes a tempting business object especially when it will be Eid or a certain day. The business of buying and selling clothes can be done anywhere even if you become an office worker growing fashion in Indonesia, it is inevitable. Fashion has become a very important part of Indonesian society's life. From famous models, capital artists to dignity and commoners still make fashion as one of the important things in her life. Ranging from fashion products that have big brands with fantastic prices, Chinese brand products or cheap local products, to imported secondhand products can also be a great opportunity in the world of fashion business.

South Sulawesi province is one of the largest provinces in Indonesia with several tribes living in it, such as Bugis, Makassar and Toraja tribes and various languages such as Bugis, Makassar language, Toraja language, Konjo language, and Enrekang language. In 2016, South Sulawesi's economic growth reached 7.2 %, while the largest contributor was Makassar city by 5.4 %. This economic growth was accompanied by the growth of Micro Small and Medium Enterprises (MSME) of 16,428 in Makassar spread across 15 sub-districts in 2018. MSME have a strategic and important role to sustain the Indonesian economy. This is due to the large number of industries available in every sector of the economy and its huge potential and absorbing the workforce. The program of digitization of MSME is very important because it is very beneficial for the

development of MSME, especially in Makassar. The role of MSME in Makassar is very helpful to the economy of its citizens when the national economy is in decline. In Makassar, MSME consist of various, gold and silver craftsmen, handicrafts and clothing. Online business becomes one of the most prominent.

#### ➤ *PROBLEM FORMULATION*

1. How is the family's economic independence model related to online clothing sales business in South Sulawesi?
2. What are the advantages and disadvantages of online business selling clothes in South Sulawesi?
3. What is the family's economic independence strategy related to online clothes sales in South Sulawesi?

## II. THE FOUNDATION OF THEORY

#### ➤ *Online business*

Online business is all kinds of business activities conducted online (over the internet). Any business that is part of its activities or all biActivity of this online business can include online buying and selling activities, as well as providing services online, and many other types of businesses that we can find online in various industries. In essence, if you have a unique business idea or product, you can start selling it right away over the internet. That means everyone can start an online business. And if I may say, actually this is the same as we do trade transactions traditionally, but your office or store is online, so later we also have to decide what our business website will look like in the future. Government target until 2020, 8 million online MSME will be born including online clothing businesses.

Online businesses have the same principles as offline businesses. Because there still has to be goods and services that will be traded later, only in the online business various conventional activities begin to be replaced with online media, such as in terms of marketing and promotion. Online and offline business activities run in mutual support in an effort to achieve business goals. An online business is a business that can be run by anyone who has high intentions and passions. An online business is a potential business that can be applied to any business. Easy internet access and free online media services can be utilized by people who want to start an online business.

## III. RESEARCH METHODS

This study uses phenomenological approaches and is classified in qualitative descriptive research types. Data sources in this study include: Primary Data Source, Secondary Data Source. While instrument of this study is the researcher itself. The data collection techniques used are: Interview techniques, observations, documentation. While the data analysis techniques used are: Data collection, Reducing data reduction, Presenting data (data display), Drawing conclusions (drawing).

#### IV. DISCUSSION

##### ➤ *Family economic independence model related to online clothing buying and selling business in South Sulawesi*

Finding a business in the big and best-selling online in Makassar and South Sulawesi should be selective and require analysis first. Why? Because business done online requires thoroughness, perseverance and mastering modern internet marketing, so it can be a business today. As is well known, that business activists in Makassar have partly become an online business as the main job and some as a side job that can equally provide income in the form of money (both dollars and rupiah). Trend opens a side business that is done using the internet network, looks real and is really done by the people around Makassar City. So it is very reasonable in 2018, has become one of the creators of its own employment that makes the search for aspects of the business that must be fulfilled by workers to run an online business that believes its products can sell sweetly in makassar market.

In addition, the activists of this internet business also feel, that the expected profit when starting an online-based business is very large, and the entrepreneurs are also free from the cost of renting a shop that is notoriously very expensive. Not only that, online business people both as the main work and this side, can be done from home while taking care of children, lectures, school, cooking, during fasting, while traveling, when returning home or can also while looking for other side jobs that exist in the real world (offline). Based on our observations that have been visited and stopped by Makassar, there are some online businesses that have the potential to be the best-selling online business and are currently on the rise (booming or viral). Moreover, online business ahead of the fasting month (holy month of Ramadan) 2018. Among them is the sale of fashion products or clothing.

As it is known together, that everyone needs to update their fashion, including in this case for the citizens of Makassar, South Sulawesi and surrounding area. One of the types of online business today that steals enough attention and the best and best selling category in Makassar city is online fashion business or selling clothes online. Thus, this online business is one of the oldest businesses in the world and there is no death. Selling Muslim clothing has become one of the best-selling types of online business in Makassar and is still predicted to provide a big profit as well. Why? Because, the majority of Indonesians are Muslims, especially those who are Muslims will soon carry out the holy month of Ramadan (fasting). So this online business always has a lot of shoppers every day. Not to mention if Ramadan and or eid al-Fitr arrive surely this business will be flooded orderan. Talk about the business of selling fashion products (either clothes or clothing) online is not limited to just opening an online web store, but it can also be by opening a fashion boutique blog or by becoming a reseller and dropshiper at clothing manufacturers in Makassar or in prov South Sulawesi.

Speaking of online clothing business, there are business people in Makassar, the business people who are participating in advancing the economy of Makassar with the online business that it manages, namely Niniek Collection. Ms. Niniek Djamaluddin, who is more familiarly called Ms. Niniek, started her business without a special program first. The beginning of the establishment of niniek collection boutique is just a prank. Ms. Niniek designed her own clothes to wear at one of the events in the family environment. But as it turned out, among his relatives and friends at the time, the clothes he wore were so much liked that he was asked to design and make some pieces of clothing for his family and friends. He tried to raise the local wisdom of South Sulawesi in the design of his clothes through silk from South Sulawesi. Niniek Collection tries to combine silk fabric into silk batik made of fine and delicious to wear. Local culture is an interesting thing to sell, because many people outside South Sulawesi are interested in the Silk Cloth. Not only that, South Sulawesi people who live outside the island of Sulawesi sometimes miss and need silk fabric for various purposes.

Over time, Ms. Niniek's clothes became more and more like. Alhamdulillah positive response from many circles give positive energy to set up a boutique in Jalan Badak Lorong 1 No 1 Makassar City. This self-designed product is marketed both online and offline. Online sales can be found on our instagram @Niniek\_Djamaluddin. According to him, social media contributes a lot positively in growing his business. One of them is instagram which is very helpful in increasing online sales turnover. In developing the MSME business, the digitization of MSMEs becomes a very important medium in opening up the market and spreading potential demand. SMEs must continue to grow their business by improving information technology (IT) capabilities so that they can market their products digitally. Because, technological developments we can't resist. Inevitably, like it or dislike, who astau is not ready, we should be able to keep up with the flow of development. If not, then we will miss.

Niniek Collection's sales turnover continues to increase and competitiveness is high as it attracts customers through quality products and attractive packaging. It's a little tip from Ms. Niniek, that to attract customers, businesses must have good management and high creativity in designing its products as attractively as possible. In addition, the delivery system is also very important to note. Niniek Collection entrusts delivery services to JNE because it is trusted and never disappoints, JNE location is easy to find, the box is always neat and there is never any defects until it reaches the hands of consumers. During this time the delivery via JNE is safe and lancar jaya to several regions in Indonesia such as Jakarta, Kendari, Batam, and several other regions scattered throughout the archipelago.

➤ *Advantages and disadvantages of online clothing trading business in South Sulawesi*

Of the many items sold online, one of them is to buy and sell clothes online or commonly called online fashion. In South Sulawesi, especially Makassar city mushrooming online fashion business, fashion products sold online become a favorite of many people because it tends to be cheaper compared to the choice of more design types than offline retail stores. With a wide range of options from women's fashion, men's fashion, to children's fashion, the online fashion business is very profitable due to its high demand.

➤ *Advantages of Starting an Online Fashion Business*

1. Lasting Business

Fashion products are products that will not be timeless. Anyone needs clothes and accessories to support their daily appearance, it is not even uncommon for fashion to be used as a form of self-expression. So, fashion products are not something that only sells for a moment but all the time. Fashion products are always purchased and constantly evolving, but still you have to keep up with the booming fashion trends.

2. Product Not Expired

Unlike food, fashion products are considered the safest because they can not be worn at any time so as to reduce the risk of loss. If fashion products do not sell, usually products can be sold by providing discount promo, buy 1 get 1, or other types of promo. Promo is not only great for spending stock, but you can catch lots of new shoppers who will get to know your store and make a repurchasing.

3. Lots of Fans

Fashion products are always needed both children, men and women. In addition, fashion products also vary, you can sell many items in one store at a time, thus attracting more potential buyers. In addition, fashion products will sell hard at certain times, such as eid moments. This is a great opportunity for fashion sellers to make a lot of profit.

4. Easy Delivery

Another advantage in selling fashion products is easy packaging, because fashion products are not crockery, troublesome, and risk-taking that should be carefully packaged, such as using bubble wrap, cardboard, and other protective goods that certainly require their own capital.

5. Can Channel Hobbies

Everyone has different fashion tastes. Many of the fashion products sellers sell their own products from their own designs, in addition to channeling hobbies, you can also make a profit at once, such as diving while drinking water.

6. Flexible Pricing

Prices on fashion products are easier to raise or lower. This can be a boon for you to make more profit. Let's say you sell a model of clothing that is not sold in another store, you can increase the price as well as vice versa.

7. Small Capital

Fashion products tend to need less capital compared to other products. For example, if you're just starting a fashion business, you don't need to have too much stock. You can use the pre-order system to quickly return capital. Only after having a lot of capital, you can add more stock of goods. So, after knowing the benefits, are you interested in opening an online fashion business? Remember in addition to knowing the benefits, you should also consider all the risks. In starting any business needs careful planning. In addition to thinking about the advantages and risks, you also need to think about specific strategies so that your store can excel over others.

➤ *While the drawbacks are as follows:*

1. Capital Is Quite Large

Indeed many say that the clothing business can be done with small capital. But reality isn't that easy. Even to become a Reseller, you still need Capital. The capital is usually for supplier quality trials. The reality is that the products we have purchased are not necessarily all sold out. there will definitely be stock settled even though it is only 1 or 2 pcs. While the likelihood of profit only ranges from 20% - 35%. So to find a profit that is cukkup a lot, means the Quantity of Sales must be boosted. Then What about manufacturers? Of course the capital issued will be even greater. Let's talk reality, currently selling clothes at boutique prices is very difficult if you are still considered Newcomer Brand. Most consumers are more interested in low prices. So in order to be able to provide a cheap price then producers must certainly be able to get hpp (Main Price of Production) that is cheap anyway. Usually to get a cheaper HPP most fabric and tailor suppliers set a minimum Quantity that is not small, then the production must be Bulk. Usually above 1Kodi or 20Pcs. if the fabric is usually above 50 meters or 100 meters or even there is a per-roll fabric. New you will get wholesale prices. You can calculate for yourself how much capital you have to spend to become a clothing manufacturer. Not to mention marketing costs, website creation, etc.

2. Trend Is Easy

As I have told the advantages of the Fashion business that Fashion products are not easily stale. But that doesn't mean you can calm down to let the product settle. Because Trend Fashion is very dynamic. The lifespan of a woman's clothing trend is approximately 6 months - 1 year. then if you have many products that settle above 6 months, you should immediately install a new strategy or Plan B such as Sale, Massive Discount, or even Warehouse Wash. Because if left to be stored much longer. Models of these Products will look obsolete and miss the trend.

3. Large Marketing Costs

Often the biggest mistake online fashionpreneur is not thinking about marketing costs. Marketing is considered as an intercubine only if it is quiet. Whereas Marketing is the second most penitentiary thing after the Product. In this time often the obstacle encountered is marketing costs that are greater than the cost of production. That's why boutique

clothes or well-known brands aren't cheap. Just imagine. To sniff out Selebgrams that have Followers above 100K alone can cost 400,000 - 600,000 per product item for 1 Post. So how's the ROI? I once tried to sniff out 2 Selebgram people who had a 500K follower at a cost of about 700,000 rupiah at the time. However the resulting Closing is not very satisfactory, the most advantage we can have is our instagrammable Product Photos that we can Post on IG and our Website as a Style reference or Lookbook. But it goes back to its own kind of product. Well, then what if endorse the artist? The average artist endorse for 1 product item can be charged a tariff in the range of 2m rupiah to 20jt rupiah. But if the return is worth it or not, I myself have never tried because the budget is still inadequate. It's just endorse. Not to mention fb and Instagram Ads, Google Adwords, Paid Promote Instagram, DLL

#### 4. No Longer a Primary Need

The difficulty of indonesia's economy lately makes clothing no longer a primary or primary need. Lately, shoppers' interest in shopping for clothes has declined greatly. This is seen once with the slump in turnover of Fashionpreneurs both Online and Offline. Like the small research I did during the exhibition in Ramadhan 2016 then in one of the Malls in Bandung, the average owner told me that in 2015 they were able to rake in turnover in the range of 150m - 200m in 1 month of Ramadan, but in Ramadan 2016 the average turnover of the Fshionpreneur was only about 75m - 90million, and decreased in 2017. Why would that happen? Surely because of the cost of living today that is getting harder and harder. Base prices and other costs continue to soar without being offset by sufficient income or salary, leaving consumers no longer including New clothes as their main list of needs anymore

#### 5. Relatively small RO (Repeat Order) level

Unlike easily depleted foods, clothing tends to have a longer lifespan. 1 shirt can be 1 year old or even 2 -3 years old when using quality materials and stitches. This means that the repeat order level of the consumer is not necessarily within 1 week of buying new products again. it could be waiting 1 month when payday, or 2 months, or even 1 new year to buy again. Unless your customer is a Reseller who sells your products.

#### 6. Lots of And Tight Competition

Lately, the number of people who start to literate business then a lot of new Fashionpreneur sprung up that we can see on Instagram, or Mall and Shopping Center a lot started popping Up New Fashion Brands. Even today more people are thinking of selling than buying. Even if you buy most want to sell again.

➤ *How is the family's economic self-reliance strategy related to buying and selling clothes online in South Sulawesi Strategies In the online apparel business:*

The point is, there is a difference between WANT being successful and COMMITTING to be successful. If you just want it without doing anything, then you won't be able to be successful. This is the reason why only a handful

of people manage to achieve their goal of being successful, when almost everyone wants to be successful. Similarly, in the clothing business (Fashion) of Tana Toraja Regency, South Sulawesi Province (SULSEL), you must commit both in capital and time to start the business. In other words, you should always be creative, hard-working, and think uniquely to differentiate yourself from other competitors. There is no other way than hard work to succeed

#### 10. Always Thirst for Improvement

##### 9. Take advantage of online tools

##### 8. Identify the target market

##### 7. Build a brand

##### 6. Create a Good Marketing Strategy

##### 5. Determining the Price

##### 4. Preparing the Production Process

##### 3. Organizing the Company

##### 2. Plan your Business in an organized manner

#### 1. High commitment

Someone who IS SUCCESSFUL is those who have mature and detailed business planning. The business plan doesn't have to be long and rambling, but it's quite short and solid. Some important points that should be included in the business plan are: The general description of the company (e.g. the name of the company, the industry it is involved in, the purpose of the company, and so on). Product summary (example: clothing products that can provide comfort without forgetting the latest beauty and clothing trends). Operational summary (e.g. production process, raw material, and operational process), Executive summary (includes key of the business model created). Create your own business plan and prove its effectiveness right now! If it works, don't forget to share this article with your friends who are also having trouble doing business. That way, you've helped your friends become more successful businesspeople.

Basically, the entire component in the company is an entity that must be integrated. In addition, it is important to take care of the legality of the company if you want smooth success without a hitch. By taking care of the company's tax structure and filing a legal entity, the company can run by fulfilling all its obligations and will obtain its rights in accordance with applicable law.

Knowing how the production process will be conducted is an important decision. You could choose to produce your own, or also take advantage of outsourcing. Whichever way you choose, one thing to be sure is quality control. It's the quality of this product that will determine your business, whether it's a good or bad reputation that you'll get. It is true to ensure that the quality of the product will cost a lot, as this is one of the biggest costs in the business other than the initial capital. But it's also what will determine your business's future development. Thus, ensure the right production process with good product quality.

Once you have a clear product and production process, you can now set the price. This price will affect the amount of profit you can earn. Profit itself is derived from the difference between the selling price and the fixed cost and

the variable cost. To ensure that you make a profit in the clothing business (Fashion) of Tana Toraja Regency, South Sulawesi Province (SULSEL), make sure the price set is greater than the capital. Try to set a target profit margin of 30% to 50%.

No matter how good a product is, it won't be successful if it doesn't come with a good marketing system. Consider the following when you create a marketing strategy:

Generally clothing products (Fashion) Tana Toraja Regency, South Sulawesi Province (SULSEL) is determined by the company's logo and brand name, thus make a logo and brand name that is appropriate and in accordance with the clothing. Don't forget to always show the logo and brand name in the marketing process to embed the brand to consumers.

This is the main step in marketing, where you need to determine the target market according to the marketed product. For example, if you make women's clothing, then you need to target coeds and female workers. Setting an inappropriate target market can derail your business in an instant.

Today, more and more online marketing (e-commerce) means, for example through advertising and social media. And in increasingly intense competition, you can lose out if you don't bring marketing into the online means.

When you become a businessman, one that distinguishes successful businesspeople and failed businesspeople is "improvement". The improvement here means continuous improvement, where you should not just be satisfied and continue to sell the same product without improving in a better direction. A successful businessman is never satisfied and is always looking for ways to grow his business and products for the better. This way, you can win the competition because you never stop satisfying customers. For example, look for less good gaps in marketing strategies and then look for better strategies. Identify the production floor and repair the bottleneck work station (hampering the production process to be slower), then improve the composition of the work station or add workers. There are so many ways to make improvements and that way you're always one step better than everyone else.

## V. CONCLUSION

Clothing business in South Sulawesi is now growing following the flow of modernization. This development makes society a selective society in determining its lifestyle. Lifestyle is very closely related to the clothing business. The Clothing business is much in the interest of women both teenagers and adult women, many people who take this business opportunity to become a promising future business. The clothing business is the most in-demand business for women, especially those with large capital. Because the appearance of fashion will support one's appearance to be

more interesting and become a trend setter in the community. Since the presence of social media is not only used to communicate or just exist, but can sell in order to get the integrity of online shopping fashion activities is a new form of communication that does not require face-to-face communication, but can be done separately from and to the rest of the world through notebook media, computers, or mobile phones connected to Internet access services. In addition to making it easier for buyers, with online activities this shop makes it easier for sellers because it is easier to peddle their trades just by capitalizing the internet.

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