

Projection of The Hijab Scarf Business As An Artist Business Trend

¹**Deddy Ahmad Fajar** (Sekolah Tinggi Ilmu Ekonomi Darul Falah Mojokerto)
E-mail: deddyahmadfajar@stiedarulfalahmojokerto.ac.id

²**Farah Nur Fauziah** (Sekolah Tinggi Ilmu Ekonomi Darul Falah Mojokerto)
E-mail: farahnurfauziahk@stiedarulfalahmojokerto.ac.id

³**Abdul Kholik** (Sekolah Tinggi Ilmu Ekonomi Darul Falah Mojokerto)
E-mail: abdulkholik@stiedarulfalahmojokerto.ac.id

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ABSTRACT

One of the hijab breakthroughs created with full motifs or patterns is printed hijab, also known as printed hijab, printed hijab, printed headscarf, printed scarf. Some artists have entered the hijab business, thereby having an impact on the development and marketing of hijab. This research aims to see how digital printed scarf projections are carried out by artists so that they can generate profits. . This research method is qualitative, while product analysis uses SWOT analysis as well as financial analysis and profit and loss projections. The conclusion of this research is that the selling price per unit is IDR 75,000, whereas in 1 year before tax it is IDR 257,331,000. This shows that this business has very good projections, especially as it is endorsed by the artist who is actually the owner.

I. INTRODUCTION

Indonesia is the country with the largest Muslim population in the world, with a Muslim population reaching 88%. With the majority of the population being Muslim, every year the population in Indonesia experiences a significant increase.

The high potential to become a producing country for industrial halal products has encouraged the emergence of various industrial halal products. Of the various halal products ranging from tourism to food, fashion is one of the halal products of choice to be developed

As Muslim women, it is important for us to remember the importance of dressing according to religious values. Wearing the hijab is often a major concern for many people. This trend is marked by an increase in the number of Muslim women wearing the hijab. Initially, the hijab was only used as a sign of covering the private parts, but now it has become a popular fashion trend. So fashion is

oriented towards a stylish and up-to-date appearance but in accordance with Islamic principles in dressing. The proof is that the clothing styles of women who wear the hijab are increasingly diverse and the variety of hijab models is also increasingly different. (Yulcin, 2020)

The hijab fashion trend has recently become popular in Indonesia. Muslim women, especially those who live in big cities, are following the current hijab trend. Wearing the hijab is no longer due to religious factors but rather to socio-cultural factors that are trends around it. The emergence of creations and variations in the world of hijab today has made hijab a culture that is mushrooming among society

One of the hijab breakthroughs that was created with full motifs or patterns. This hijab fashion is currently popular among hijabers. Generally, making patterned hijabs can be done using the dyeing technique. However, now it is more developed, namely that it can be done using digital machines specifically used in textiles.

Printed hijab is also known as printed hijab, printed hijab, printed headscarf, printed scarf or even vocal hijab. Now, you can find a variety of printed hijabs easily, both in conventional stores and online stores. You can choose from various unique and interesting printed hijab collections

This latest hijab trend is a golden opportunity for business people in the fashion sector. Not a few business people have made hijab printing a lucrative business according to their tastes. This can be seen by the large number of hijab printing design services offered.

According to the Big Indonesian Dictionary (KBBI), an artist is an art expert, artist or artist. The artist profession in Indonesia is highly recognized and promising in terms of income. The current phenomenon is that many artists are entering various professional fields, from politicians to business people.

artists who have a fantastic number of followers, people who have a large number of followers because of creative content, also have a great opportunity to make money through business. Artist endorsements will indirectly influence followers and can form brand awareness. Celebrity Endorsement can be defined as the activity of utilizing an artist, entertainer, athlete and public figure who is widely known by many people for success in their respective fields. (Hardilawati, 2019)

Some artists have entered the hijab business, thereby having an impact on the development and marketing of hijab. The hijab that many artists are involved in is the printed type of hijab or printed digital scarf. This research aims to see how digital printed scarf projections are carried out by artists so that they can generate profits.

II. METODOLOGY

In this scientific work the author uses qualitative research. Qualitative research methods are research actions or procedures that produce descriptive data in the form of written or spoken words collected from people or observable behavior. Product analysis uses SWOT analysis as well as financial analysis and profit and loss projections.

III. RESULTS AND DISCUSSION

Digitally Printed Scarf

A digital printed scarf is a scarf or hijab that is produced digitally using a sublimation printing machine. Designs can be custom ordered according to taste with a minimum order quantity. So it can be purchased retail and in bulk with a ready design. Digital printed scarves can develop into providing printing services according to customer brands and develop into other products such as t-shirts, mukenahs and robes.

Textile design is a creative process that includes various aspects to achieve valuable results. The aim of this process is to improve the quality of the material, beauty and function of the textile which is realized in the structure and surface design. In general, textile design is classified into two groups, namely structural design and surface design.

Digital Printing is a modern tool for printing digital-based fabric. In general, this printing tool is divided into two types, namely, for printing polyester fabric and cotton fabric. Polyester fabric printing machines are used to print various fabric materials such as canvas, satin, chiffon, velvet, spandex, dry fit, and so on. (Nurhasna Ghaisani & Ratna Endah .S, 2021) there are two ways to print on fabric, namely:

1. Sublimation using transfer paper process

The process in this method starts with a design or image printed on transfer paper using offset or inkjet technology. Transfer paper already has a special coating or layer to accept sublimation ink. After that, the image is 'transferred' to the fabric

2. Direct sublimation on fabric

This is different from the sublimation method using transfer paper, in the first method the coating content is the paper, but in the second method it is the fabric. After the fabric has been coated, it can be printed directly using inkjet printers which are widely available on the market

Business SWOT Analysis

SWOT analysis is a strategic planning analysis method used to monitor and evaluate the company's environment, both external and internal, for a particular business goal

1. Strength/Strength

- a) Good quality and innovative products
- b) Different product design advantages
- c) Have customer relations
- d) Has a skilled workforce
- e) Doesn't fade, is durable, easy to care for and luxurious
- f) Easier production
- g) The product is endorsed by the artist/owner

2. Weakness/Weakness

- a) Requires a large amount of capital

- b) The selling price is relatively expensive
- c) Raising the brand
- 3. Opportunities/Opportunities
 - a) Technology advances
 - b) Current hijab trends
 - c) Still minimal in the area
- 4. Threats
 - a) Global competitors
 - b) Maintenance
 - c) Marketing reach is limited to the middle and upper middle class

Financial Analysis

a. Investasi

No	Komponen	Jumlah	Harga per Unit (Rp)	Total Biaya (Rp)	Umur Ekonomis (tahun)	Penyusutan/Tahun (Rp)
1.	Mesin Digital Printing Sublime SC-F7270	1 unit	199.900.000	199.900.000	16 tahun (6.25%)	12.493.750
2.	Mesin Heatpress 1512	1 unit	64.900.000	64.900.000	8 tahun (12.50%)	8.112.500

3.	Setrika	1 unit	181.000	181.000	4 tahun (25%)	45.250
4.	Komputer	1 unit	5.000.000	5.000.000	4 tahun (25%)	1.250.000
5.	Gunting	1 pack	50.000	50.000	4 tahun (25%)	12.500
6.	Penggaris kain	1 pack	35.000	35.000	4 tahun (25%)	8.750
7.	Pensil Kain	1 pack	5.000	5.000	4 tahun (25%)	1.250
Total				Rp 270.071.000		Rp 21.924.000

b. Bahan baku produksi

No.	Bahan	Jumlah/110cm	Harga (Rp)	Asumsi Orderan/hari	Total Harga/Produksi (Rp)	Total Harga/Tahun (Rp)
1.	Kain hijab 110cm (1,1m)	1,1 m	44.000	50	2.200.000	726.000.000
2.	Transfer paper	1,1 m	7.480	50	374.000	123.420.000
3.	Tinta sublimasi Epson DTG	4,5 cc	700	50	35.000	11.550.000
4.	Label	1	350	50	17.500	5.775.000
5.	Packaging	1	1.400	50	70.000	23.100.000
Total					2.696.500	889.845.000

- 1 tahun kerja = 330 hari

c. Biaya operasional

No.	Komponen	Biaya/Bulan (Rp)	Biaya/Tahun (Rp)
1.	Listrik dan Air	650.000	7.800.000
2.	Tenaga Kerja operator	2.000.000	24.000.000
3.	Tenaga kerja 1 orang	1.500.000	18.000.000
4.	Komunikasi & promosi	500.000	6.000.000
5.	Pemeliharaan alat	300.000	3.600.000
6.	Sewa	750.000	9.000.000
	Total	5.700.000	68.400.000

$$\begin{aligned}
 \text{Harga Jual Per Unit} &= \text{Biaya Penyusutan} + \text{Biaya Operasional} + \text{Biaya} \\
 &\text{Produksi/Jumlah Produksi} \\
 &= \text{Rp } 21.924.000 + \text{Rp } 68.400.000 + \text{Rp } 889.845.000 / (50\text{pcs} \times \\
 &330\text{hari}) \\
 &= \text{Rp } 59.404 \times 25\% = \text{Rp } 14.851 \\
 &= \text{Rp } 74.255 \text{ atau dibulatkan menjadi Rp } 75.000
 \end{aligned}$$

Profit And Loss Projections

LAPORAN LABA RUGI							
PENDAPATAN							
Penjualan							Rp1,237,500,000
HARGA POKOK PENJUALAN							
BIAYA PRODUKSI							
Biaya tenaga kerja langsung					Rp42,000,000		
BAHAN BAKU							
Pembelian bahan selama satu tahun				Rp889,845,000			
Total Biaya Bahan Baku					Rp889,845,000		
Biaya Overhead							
Biaya depresiasi - pabrik				Rp21,924,000			
Biaya pemeliharaan alat pabrik				Rp3,600,000			
Total Biaya Overhead Pabrik					Rp25,524,000		
TOTAL BIAYA PRODUKSI						Rp957,369,000	
Harga Pokok Produksi						Rp957,369,000	
TOTAL HARGA POKOK PENJUALAN							Rp957,369,000
LABA/RUGI KOTOR							Rp280,131,000
BIAYA OPERASI							
Biaya Iklan				Rp6,000,000			
Biaya Listrik dan Air				Rp9,000,000			
Biaya Sewa Gedung				Rp7,800,000			
TOTAL BIAYA OPERASI							Rp22,800,000
LABA/RUGI SEBELUM PAJAK							Rp257,331,000

CONCLUSION

Based on the description above, it can be concluded that the hijab scarf business projection is as follows. The selling price per unit is IDR 75,000, whereas in 1 year before tax it is IDR 257,331,000. This shows that this business has very good projections, especially as it is endorsed by the artist who is actually the owner.

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