

# **Analysis of Indonesian Fashion Strategy in the export market**

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## **ABSTRACT**

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Fashion as a personal or group identity has become a lifestyle for the world community, where fashion symbolizes fashion trends that represent the times. Indonesia as a country where one of the pillars of the creative economy is the creative fashion industry is the main attraction in this research. The creative fashion industry in Indonesia is very diverse, this is because it is influenced by culture, environment, availability of raw materials, and creativity that is formed in the business ecosystem. However, behind the large export potential of Indonesia, Indonesia globally ranks 16th as a fashion exporting country for the world. This position is even far from Vietnam which ranks 3rd in the world. This study will analyze the causes of the non-optimal export of fashion commodities, the competitiveness of the fashion industry, and strategies that can be applied to Indonesian fashion SMEs in entering foreign markets.

**Keywords:** fashion, MSMEs, export, international market, fishbone analysis, porter analysis, SWOT-TOWS analysis.