Women in Fashion: Preference and Existence of Handmade Fashion Products

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Pasuruan Regency has potential in the fashion industry which is spread over several sub-districts. Developing hand embroidery products must be accompanied by good product marketing in order that the people's economy can increase as well. However, this cannot be done by all workers (artisan) and entrepreneurs due to the lack of education and knowledge about product development and business management, so that from year to year the number of artisans is decreasing because of the decrease of product marketing. Entrepreneurs have poor understanding about consumer preferences of the products, so it needs better marketing support. The purpose of this research is to know consumer preferences on handmade fashion products in Bangil, Kraton, Beji and Rembang.

The design of this research is descriptive research by using a quantitative approach. The population in this research is the people who know and understand more about the handmade fashion products. The respondents of this research are handmade fashion consumers in Bangil, Beji and Rembang. The sample of this research was 68 respondents who were chosen based on the sample determination table with the error of significance at 10%. The instrument in this study used a closed quitionare using a likert scale.

The Handmade fashion products are limited to kebaya products and embroided veils in four UKM.

The research findings presented that aesthetic value on kebaya product is chosen and favoured because of the attributes of the finished product, the choice of colour and the choice of techniques. The unique value preferred in embroided kebaya is on the combination of techniques. It is expected for the society to maintain the existence of embroided products and the sustainability of women empowerment, for the entrepreneur to use the consumers' preference result as the reference to develop their product, and for the government to support the entrepreneur in terms of product marketing.

Keywords: *Preference, Consumers, Handmade fashion, Women worker*

I. INTRODUCTION

Pasuruan Regency owns the potential of the fashion industry that is spread out in several sub-districts such as Kraton, Beji, Bangil, Gempol, Pandaan, Wonorejo and also Purwodadi; which produce numerous fashion products such as male or female outfit, child outfit, knitted clothing, embroidered clothing and embroidery. In total, there are 127 business units that employ 975 workers who are mostly women. Pasuruan has several small fashion industries, those are: embroided clothing and embroidery in Bangil, Kraton, Beji and Rembang with their main product of Muslim prayer dress and clothing. The product made by the four industries are not only to fulfill the local and domestic demand, but also for export. The potential in improving the local fashion product is quite promising, either on the sector which has been running maximally or not. Both the potential and the related human sources should be developed further in order to elevate the social prosperity in common.

The skills of women workers in Pasuruan regency are varied. One of the skills is embroidery. Embroidery and knitting are of the examples which have the potential to be improved further. Currently, Pasuruan is getting even more diverse. One of them is embroidery skills and knitting

that has the potential to be improved. The product resulted from them are like handmade fashion, and home decoration that is embroidery and the combination of embroidery and knitting. The skill that the women workers possess are the source of their living that it allows them to transfer their skills to their friends or neighbors around them. Besides, developing embroided and embroided knitted products, they shall be followed with a good marketing strategy to elevate the society's economy. Unfortunately, almost all the artisan and business person regarding to this business fails to do so due to their lack of education and knowledge on product development and business management. Consequently, the amount of artisan is decreasing followed by the decreasing product marketing year by year. Fashion products with embroidery decoration, or embroidery with knitting has a steady enthusiasm since handmade fashion is highly unique and has a high selling value. Based on the observations conducted by Embroidery Entrepreneur Association in Pasuruan, several SMEs failed to maintain their business because of the low market demand. On the other hand, there are still those who maintain their existence and even keep developing over and over again.

Table 1. Embroidery Entrepreneur Data
(data source : Aspendir Pasuruan 2018)

No	Kelurahan/Village	Embroidery Entrepreneur in 2016	Embroidery Entrepreneur in 2018
1.	Kelurahan Pogar Kec. Bangil	8 entrepreneurs	1 entrepreneur
2.	Kelurahan Kersikan Kec. Bangil	9 entrepreneurs	5 entrepreneurs
3.	Kelurahan Kalirejo Kec. Bangil	10 entrepreneurs	6 entrepreneurs
4.	Desa Glanggang Kec. Bangil	4 entrepreneurs	2 entrepreneurs
5.	Desa Gombyok Kec. Bangil	3 entrepreneurs	1 entrepreneur
6.	Kelurahan Gempeng Kec. Bangil	15 entrepreneurs	4 entrepreneurs

7.	Desa Rombo, Rembang, Wonokerto	13 entrepreneurs	4 entrepreneurs
8.	Kelurahan Kolursari, Mendalan Kec. Bangil	8 entrepreneurs	2 entrepreneurs
9.	Kelurahan Kidul Dalem Kec. Bangil	11 entrepreneurs	4 entrepreneurs
10.	Kecamatan Beji	18 entrepreneurs	10 entrepreneurs
	TOTAL	**104** entrepreneurs	**39** entrepreneurs

According to the data presented above, the significant decreasing amount of embroidery entrepreneur was followed by the decreasing amount of embroidery worker. Embroidery entrepreneur in Pasuruan Regency is centered in Bangil area, specifically for manual embroidery which utilises human force in doing the work. The decreasing amount of embroidery entrepreneurs automatically led to the embroidery workers becoming unemployed that eventually impacted their families financially.

According to the chief of Aspendir, production of an embroidery product has experienced a downturn from 2014 until now. It is caused by the reduction of market demand. The setbacks appeared from their limited knowledge on product marketing and consumers' preferences. Thus, most of the workers got unemployed and cannot earn a living. The workers, who are mostly women, used to be able to contribute to their family financially. It is reported on the previous research, the former income in one of SMEs namely Almira is more than Rp 500.000,00 per month. With such amount of income, the women workers managed to cover half of their family expenses (hidayati, 2017). The declining order reduces the workers' income, and if this keeps going, it would lead to the deterioration of their family's prosperity. Embroidery entrepreneurs do not yet understand about the consumer's choice and preferences of products as the basis to develop their product, thus it is necessary to provide better marketing support. Based on the explanation above, it can be concluded that the marketing issues arose

from the lack of knowledge about the consumers' demands or preferences on embroided products. Therefore, it is necessary to analyse the consumers' preferences on manual embroided products as the means to maintain their existence in the market.

Preference can also be called as consumers' likings or taste upon products. Even in this research, preference is the choice between like or dislike towards a product. According to Assael in larasati (2013:24), preference is the likings, choice, or something that is favored more by the consumers, and consumers' preferences are built from the perception of a product. This theory of perception is used to analyse consumers' satisfaction rate. For instance, this research is conducted to analyse society's satisfaction on handmade fashion, particularly embroided kebaya and embroided head scarf. Embroided kebaya and embroided head scarf are the most produced fashion product besides other product like Islamic apparel, prayer dress, shoes, and home decoration. In short, this study aimed at analysing the Consumers' Preferences on the Homemade Fashion-based Women Empowerment Program in Pasuruan. This research only focused on the product such as embroided kebaya and embroided head scarf in accordance with consumers' selection results.

II. ANALYSIS OF THEORY

Consumers' Preferences

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Preference is also the attitude or desire in selecting a product. Based on Kotler in Larasati (2013:22) consumers' preferences reflect their likings among several existing choices. Sometimes, preferences become the basis of comparation between attributes or features from two or more products.

Rosenberg in larasati (2013:23) stated that consumers' preferences are ones that are favored more and selected by consumers as their first choice. Lilien, Kotler in larasati (2013:23) explained that there are several stages taken by consumers in building their preference

    a. Assume that consumers view a product as a set of attributes.

    b. The priority rate of attributes differs from one and another, based on the needs and desires. Consumers give different emphasis in valuing which attribute becomes the priority. As an example, a consumer with limited purchasing ability will put price as their priority.

    c. Consumers develop their trust on the position of product in every attribute. Their trust upon a certain brand is called brand impression.

    d. The consumers' rate of satisfaction will vary in accordance with the different attributes.

    e. Consumers will built a certain attitude towards different brands through evaluation procedure.

Preference is defined as a subjective (individual) favoritism measured with utility from a bundle of stuff. Since it is subjective, it means that the consumers' taste is also subjective. Societies are free to rank the bundle of products given to consumers (Indarto, 2011:13). It is important to note that preference is independent from income rate and price. The purchasing capability does not affect the decision whether consumers like it or not. Sometimes, someone would prefer product A rather than product B, but financially he/she could only afford product B (Besanko dkk dalam Indarto, 2011).

Larasati (2013:25) added that consumers' preferences are closely correlated with decision making processes. Usually, the preference is assumed to have three preference conditions, those are:

a. Completeness

If A and B are two conditions, then everyone should be able to specify whether:

A is more preferable than B

B is more preferable than A

A and B is equally preferable

b. Transivity

If someone stating that he/she prefer A than B, and prefer B than C, so he/she prefer A than C.

c. Continuity

If someone saying A is more preferable than B, so a condition than close to A shall be more preferable than B.

The three conditions described above assumed that everyone can always make or sort a rank of every condition or situation that either they like the most or the least (Nicolson dalam sridawati 2006:29). Among all the alternatives provided, people tend to choose the one that can maximise their satisfaction. Based on the series of explanations above, it can be concluded that preference is the process of selection based on like or dislike towards a product that is received or seen by our senses. Consumers build their preference through several stages that it can be assumed that consumers view product as a set of attributes.

Setiadi (2013) argued that consumers are a dynamic entity. Consumers' demands are not always stagnant, instead they change quickly. UURI (Constitution of the Republic of Indonesia) NO. 8 (1999) stated that consumers are every user of product and/or services provided among the society, either for personal, family, or communal importance and it is not for trade,

Consumers' demand upon goods would be varied, according to the determined specifications and quality, price of the product, as well as marketing service. Assauri (2009) added that consumers' demand from a product differs from one another. It is affected by the background of the consumer, information gained by the consumers, different perceptions upon the consumers, and the experience on the product. Consumers have the right to choose whether they like or dislike the product in the market, since the taste of each customer is different. After consumers decide whether to like or dislike the product, they will decide if they would purchase the product. Assauri (2009) stated that there are several reasons why customers decide to buy

a product, such as low production cost, higher production value, flexible usage, product reliability, influence from other products, and provide protection.

Handmade Fashion

Handmade Fashion is a term in the fashion sector where the fashion product is made manually using the human hands. The handmade fashion product that is made in the region of Pasuruan Regency is the embroidery and knit. Etymologically, the meaning of fashion according to the Oxford English Dictionary (OED) is to create or to do, particular piece or partial, procedure or way of act and clothing according to the convention. Fashion can also mean clothing, apparel, make up and style (Barnard: 1996).

Handmade Fashion is interpreted as any item that is worn by an individual which in this case is limited to apparels that are processed manually in which the fashion products that are decorated with embroidery and knit. Embroidery is a piece of decoration gained from stitching. Stitching in this case is an act to decorate the cloth using needle and threads that is worked by hands in which the hand will push the needle through multiple times next to the previous in such a way (embroider) on the cloth, thus creates a type of stitch named decorative stitch. This stitch is also known as Hand Embroidery. Hand embroidery, of one kind or another, is thousands of years old. It was used in Ancient Egypt to decorate the hems of royal robes, in tapestries in the Middle Ages, and in ladies' samples during the Colonial and Victorian eras. It continues as an art form today. Many people are familiar with counted cross-stitch, a cousin to hand embroidery, and it seems that counted cross-stitch has nearly eclipsed it. However, there are many people who still love to work hand embroidery, and it decorates wall hangings, pillowcases, quilts and table runners (Niekerk, 2013).

Knitting is the process of using two or more needles to loop yarn into a series of interconnected loops in order to create a finished garment or some other type of fabric. Knitting is a technique of producing fabric from a strand of yarn or wool. Unlike weaving, knitting does not require a loom or other large equipment, making it a valuable technique for nomadic and non-agrarian peoples. The oldest knitted artifacts are socks from Egypt, dating from the 11th century CE.

They are a very fine gauge, done with complex color work and some have a short row heel, which necessitates the purl stitch. These complexities suggest that knitting is even older than the archeological record can prove. Earlier pieces having a knitted or crocheted appearance have been shown to be made with other techniques, such as Nålebinding, a technique of making fabric by creating multiple loops with a single needle and thread, much like sewing. Some artifacts have a structure so similar to knitting, for example, 3rd-5th century CE Romano-Egyptian toe-socks, that it is thought the "Coptic stitch" of Nalbinding is the forerunner to knitting. (Hitt, 2012)

The product of hand fashion from Pasuruan Regency has the characteristics of manual embroidery as the ornament on hijab, *kebaya*, Islamic apparel, blouse, shoes and *mukena*. Based on the data from Department of Industry and Commerce, there are four producers of embroidery in Pasuruan that show their existence and are developing very rapidly, those are Almira from Kraton sub-district, Lili embroidery of Bangil, Faiza Embroidery of Bangil and Product of Norissa Miliarta from Rembang. All these four SMEs have their main product of embroidered kebaya.

Women of Embroidery Work

Based on the data of BPS on 2015-2017, the number of Women formal workers is reaching 38.63 percent (BPS, 2018). This shows that the role of women in the working sector is irreplaceable. The business owner and the workers of embroidery are 98% women. Based on the data from the Department of Industry and Commerce, there are 720 embroidery artisan and 700 of them are women (Disperindag of Pasuruan Regency, 2017). This huge number of embroidery artisan in Pasuruan Regency made this region as one of the centre of embroidery ten years ago. As the time goes, many places do not collect products from the makers thus making the reduced number of people becoming embroidery artisans, and many of them decided to be a housewife yet again.

The problem which occurred in regards to the phenomena above is that the women embroidery makers carry a big impact to the family since the reason that motivate them to work is to support the financial of the family.

III. METHODOLOGY

Based from the problem mention above, this research used the descriptive quantitative approach. This research takes samples from the population as many as 68 samples. The sampling technique used is the incidental sampling method, that is the method of sample determination based on the odd where the sample used is the consumers met on the time of research.　While the detail of variables used in the research that will be analysed are as follows.

Table 1. Detail of variables used in the research

Variable	Sub-variable	dicator	Subject	Research instrument	No. item Test
Preference of the consumers upon the embroidery handmade fashion products	1. Beauty	- Final shape - Color combination - Type of technique	Consumers of handmade fashion	Questionn aires	8, 10, 15, 16, 19, 21, 26
	2. Uniquenes s	- Final result	Consumers of handmade fashion	Questionn aires	11, 12, 13,

	- Technique combinatio n - Motive			14, 22, 23, 24, 25,
3. Durability	- Ability of the thread against fading	Consumers of handmade fashion	Questionn aires	17, 27
4. Functional ity	- Product function: *kebaya* and hijab	Consumers of handmade fashion	Questionn aires	18, 28

Table 2. Result of reliability test of the instrument of preference of the consumers upon the Handmade Fashion

Reliability statistics	
Cronbach's Alpha	N of Items
905	11
Reliability statistics	
Cronbach's Alpha	N of Items
884	10

The steps of Data Collection that done are that is doubling the questionnaires that are ready to be distributed to the respondents as many as 68 questionnaires according to the number of samples needed for the research. The next is questionnaires distribution of the research to the consumers. The last step is to collect the questionnaires from the respondents. The score giving

in regards to the answers are given with the score of 4 3 2 1 upon the choice with the calculation as follows:

1) For answer A, the score is 4.

2) For answer B, the score is 3.

3) For answer C, the score is 2.

4) For answer D, the score is 1.

5) Then all the results from the data collection will be interpreted.

IV. FINDINGS AND DISCUSSION

The general description of the respondents is based on the results of research gained from the data collection through the questionnaires that are as follows:

Table 3. General description of the respondents

General Description	Percentage
a. Late adult (36-45 years old)	44%
b. Civil servants	40%
c. Product understanding	100%
d. Product ownership	66%

The choice of the respondents towards the products that are preferred from the four SMEs that are researched are shown in the following table.

Table 4. Choice of consumers towards the products they preferred

Qualification	Frequency of item chosen
Product of Almira	35 times
Product of Lilik Embroidery	27 times
Product of Faiza Embroidery	27 times
Product of Norissa Miliarta	3 times

(Sources: raw sources processed by Researcher, 2017)

The results presented from the preferences of the consumers on the Embroidery in Pasuruan Regency cover the dimension of quality that are beauty uniqueness, durability and the functionality of the embroidery products can be presented in detailed recapitulation in the following table.

Table 5. Detailed recapitulation of preference of the consumers on the *kebaya*

Sub-variables/ indicator	Kebaya				Note	
	Product I	Product II	Product III	Product IV	MAX	MIN
BEAUTY						
Final product	17%	8%	14%	3%	17%	3%
Color combination	22%	16%	9%	3%	22%	3%
Type of technique used	22%	19%	15%	4%	22%	4%
UNIQUENESS						
Final result	16%	10%	9%	3%	13%	3%
Technique combination	23%	12%	20%	5%	23%	5%
motive	20%	14%	14%	3%	20%	3%
DURABILITY						
Durability of threads against fading	16%	25%	21%	3%	25%	3%

FUNCTIONALITY

Functionality of the *kebaya*	31%	25%	25%	6%	31%	6%

The parameters chosen to represent the embroidery products are the beauty and uniqueness of the embroidery that are preferred by most because beauty and uniqueness are the aspects which affect the pleasure for the sight. The attribute chosen/preferred by almost all of the respondents are technique combination, functionality, color combination and the durability of the thread, since all those aspects are attributes that interconnected to each other to create the aspects of the embroidery products.

The options of product types on *kebaya* compared to other fashion products are based on the observations done by the researcher. The product of *kebaya* is the most favored by the consumers which strengthens that the product of embroidery that is researched according to the option is the *kebaya*. The difference that exists on the products of embroidery is seen on the final result, it can be said that the embroidery has the difference or the uniqueness from the other products from the looks of its final result.

V. DISCUSSION

Preference of Consumers on the Handmade Fashion

Preference is an ability of consumers in choosing that is a way to rank from the highest to the lowest function gained by consuming list of different items. The parameters chosen to represent the embroidery products are the beauty and uniqueness of the embroidery that are preferred by most because beauty and uniqueness are the aspects which affect the pleasure for the sight. The attribute chosen/preferred by almost all the respondent are the technique combination, functionality, color combination and the durability of the thread, since all those aspects are the attribute that interconnected to each other to create the aspects of the embroidery products. The preference of the consumers on the decorative stitches products in Pasuruan Regency will discuss about (1) Beauty, (2) Uniqueness, (3) Durability, and (4) Functionality.

VI. CONCLUSION

Based on the findings from the research of Preference of Consumer on the Handmade Fashion based on the Women Empowerment that has been done and from the result of discussion of the research, then some conclusions can be drawn as follow.

1. The value of beauty on the product of *kebaya* is chosen and is preferred based on the attribute of the final product, color combination and the choice of technique. The final shape of the embroidered *kebaya* looks beautiful with the contrastive color combination and some of the harmonious techniques used. The harmonious color used in the final shape is something of a pleasure for the sight. The color combination and the choice of techniques of embroidery stitching create a harmonious and beautiful shape.

2. The value of uniqueness that is preferred upon the embroidered *kebaya* is based on the combination of technique. The combination of three technique of ribbon, thread and sequin embroidery on the Product III.

3. The strength is the measurement of quality, the one preferred from the value of durability. Respondents chose the Product II which has the highest durability, especially the flexibility aspect if compared to other products.

4. Based on the data of preference upon the functionality, respondents prefer to choose Product I for the *kebaya* and for the embroidered hijab. The big size of motive on the *kebaya* that creates the focal point is chosen by the respondent because *kebaya* is mostly used in the special occasion such as formal events so it needs to have a certain attraction.

   According to Kotler (1997) "preference of the consumers as the option of like and dislike by an individual towards the product (goods and services) that are consumed". The preference of consumers on the handmade fashion of the embroidered product and the decorative stitches by ranking from the most preferred to the least preferred to even the items that is not preferred at all.

VII. SUGGESTIONS

Here are some of the suggestions that can be given by the researchers to the sides that related as follow:

To maintain the existence of the decorative stitches product and the continuation of women empowerment of the decorative stitches workers then it is suggested that the artisan of decorative stitches to beautify, create uniqueness and functionality of the decorative stitches product referred to the Product I that is the product of Almira, while the best choice for the decorative stitches is the one made from rayon viscose fiber referred to the option of Product II. The thread of the chosen product lasts longer and is not easily faded due to washing. So that by paying attention to the preference of the consumers upon the quality of the handmade fashion product, then the producers can improve the production and not doing any firing to the artisans.

The regional government help the SME of decorative stitching to improve the introduction of their decorative stitches product as the regional potential as the prominent product through the exhibition.

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