

Business Development : Excity Business Analysis – Kpop Themed T- shirt

Jessica Dermawan Foedarsono, Shella Novia

Entrepreneurship Department, BINUS Business School Undergraduate Program
Bina Nusantara University,
Jakarta, Indonesia 11480

jessica.foedarsono@binus.ac.id, shella.ekawati@binus.ac.id

Mulyani Karmagatri*

Entrepreneurship Department, BINUS Business School Undergraduate Program
Bina Nusantara University,
Jakarta, Indonesia 11480

Mulyani001@binus.ac.id

Abstract

Korean culture currently dominates various countries, not only in terms of entertainment such as K-pop and K-drama but also in other aspects. In 2012, Korean fashion began to dominate fashion in Indonesia and continues to this day. Of course with the adjustment of conditions and ways of dressing in Indonesia. The influence of Korean fashion is one of the inspirations for people, both men, and women, especially Gen Z, to choose how to dress. The purpose of this study was to determine the influence of Korean culture on clothing choices for Gen Z. This research method uses a qualitative approach. Data analysis technique qualitative descriptive method is the process of selecting, simplifying, organizing data systematically and rationally in accordance with the research objectives. The results showed that teenagers who were influenced by this Korean-style dress style were different. Some teenagers just want to keep up with the fashion world and some are influenced by the fashion style of their K-pop idols. In running its business, Excite focuses its business on customers by adding new products beyond t-shirts such as stickers, key chains, photo cards, and other merchandise. These new products have different functions but the same goal is to satisfy consumers.

Keywords: Korean culture, Gen Z, Fashion style, K-pop, Korean style.

Biographies

Jessica Dermawan Foedarsono is a student from Bina Nusantara University Bandung. She majored in Creativepreneurship. She has a dream to be a successful businesswoman. She graduated from BPK Penabur Holis Bandung Senior High School.

Shella Novia is a student of the Entrepreneurship Program at Bina Nusantara University. She has a hobby of watching Korean dramas, eating, exploring on Instagram, and she also likes Neo Culture Technology.

Mulyani Karmagatri is a Lecturer of the Entrepreneurship Program in Bina Nusantara University, a specialist in the Research Field. She graduated from the Doctoral of the economic program. She has a passion for research about Innovation, Entrepreneurship, Leadership, and Cultural. She is a Dance Entrepreneur with twenty years of experience in dance education and dance performance.