THE PERCEPTION OF CONSUMERS ON MUSLIM FASHION BRAND IN INDONESIA

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ABSTRACT

Muslim clothing is the way Muslim women wear their clothes according to Islamic law, namely clothing that is not tight (shaping the curves of the body) and the user of the clothing is a Muslim woman who is obedient to the teachings of her religion in dress procedures. Currently, Muslim clothing is a concern among the clothing industry in Indonesia. In its development, the brand of Muslim clothing has also become one of the consumer's assessments or perceptions of a product. A good brand is one of the assets for the company, because the brand has an impact on every consumer perception, where the public will have a positive impression of the product and the company. The purpose of this study is to describe how Indonesian consumers perceive Muslim fashion brands. The type of research used is qualitative research using library research methods. Sources of data used in this study are primary and secondary data sources. While the data analysis technique used in this research is content analysis. The results of this study indicate that brands are extrinsic stimuli that affect consumer perceptions of a product.

Keywords: Clothing; Muslim; Brand; Perception; Fashion; Consumer; Indonesia.

ABSTRAK

Busana muslim merupakan busana atau pakaian yang sesuai dengan syariat Islam yaitu pakaian yang tidak ketat (membentuk lekuk tubuh) serta pengguna busana tersebut adalah seorang muslimah yang taat atas ajaran agamanya dalam tata cara berbusana. Saat ini busana muslim menjadi perhatian di kalangan industri pakaian di Indonesia. Dalam perkembangannya merek dari busana muslim juga menjadi salah satu penilaian atau persepsi komsumen terhadap suatu produk. Merek yang baik merupakan salah satu asset bagi perusahaan, karena brand tersebut mempunyai suatu dampak pada setiap persepsi konsumen, dimana masyarakat akan mempunyai kesan positif terhadap produk dan perusahaan. Tujuan dari penelitian ini adalah untuk mendeskripsikan bagaimana persepsi konsumen Indonesia terhadap merek busana muslim. Jenis penelitian yang digunakan yaitu penelitian kualitatif dengan menggunakan metode library research. Sumber data yang digunakan dalam penelitian ini adalah sumber data primer dan sekunder. Sedangkan teknik analisis data yang digunakan dalam penenelitian ini yaitu analisis isi. Hasil penelitian ini menunjukkan bahwa merek merupakan stimuli ekstrinsik yang mempengaruhi persepsi konsumen terhadap suatu produk.

Kata Kunci: Busana; Muslim; Merek; Perspesi; Mode; Konsumen; Indonesia.

INTRODUCTION

The business world in Indonesia has become a very popular discussion among the public. This is because there are many entrepreneurs who create a variety of products. One aspect that is highly developed and can affect human life is the clothing industry (Riyanti, 2017).

Clothing is one of the blessings of Allah SWT. Allah made humans have clothes that give many problems for humans. In this case Islam also teaches us about how to dress properly. The clothes worn by a servant have the value of worship in the sight of Allah ta'ala. He and his Apostle have set general rules in dressing, the point of which is to cover the nakedness of a servant through how to dress, in fact Allah wants to glorify humans as noble creatures and as one's Islamic identity (Safitri, 2017).

Clothing is basically a basic need that must be met in addition to food (food) and shelter (board). At this time clothing is not only used as body armor, but many people use it to appreciate themselves. So they have a high taste for clothes to make them look classy (Hidayah, 2020).

Many people look for clothes that are trending, not only women's clothing, but also men's clothing, ranging from adults, teenagers, and children. Considering that women are more dominant in terms of fashion, Muslim clothing products, especially for teenagers and adults, are experiencing the most changes in a fast time. Almost in a matter of days, Muslim women's fashion will display new designs (Pitaloka, 2015).

Most women always want the best for their appearance. Women will choose the clothes they use to look suitable in every activity. According to women, clothing reflects their social status in the eyes of others. Therefore, to meet the needs and to be able to always follow the existing trends, women really like shopping (Hidayah, 2020).

Indonesia is a country with the largest Muslim population in the world, according to BPS data, the Muslim population until 2010 reached 87.18% of the total population of Indonesia. With a fairly large Muslim population, this has become a market share for the halal industries (Faried, 2019). Market demand for goods and services that can meet physical and spiritual needs that are in line with Islamic values is now mushrooming. Starting from halal food, Islamic banking and financial services, sharia hotels and tourist destinations, Islamic clothing and so on. The birth of Muslim designers, Muslim fashion shows and Muslim clothing manufacturers have made the Muslim clothing business ogled by many people today, both local and foreign producers. Fashion is a human need that never runs out and the demand is always there (Khairawati, 2017).

According to Celia and Meadows, a fashion is a style that is accepted by a group. Before a style can be transformed into a fashion, it takes a group to adopt it (D. N. Sari, Fauzi DH, & Devita, 2018).

As Muslims, it is obligatory for us to wear clothes that are in accordance with Islamic law and also cover the genitals as explained in Q. S An-Nur verse 31. It means: "Say to women who believe, so that they guard their eyes and guard their genitals, and do not reveal her adornment (aurat), except what is (usually) visible. And let them cover their breasts with a veil.

But not many Muslim women who wear Muslim clothes as daily clothing. Along with the times, the awareness of the Muslim community to dress in Muslim has been comprehensive to various regions in Indonesia, this is also because various agencies have opened up that they are no longer concerned about the Muslim dress. The growing enthusiasm of the Muslim community to use Muslim clothing, especially Muslim women, provides space for Muslim fashion producers to develop their industry more broadly and trigger competition in the Muslim fashion industry. The development and increase in Muslim fashion trends in Indonesia has led to a large market demand for men's and women's Muslim clothing products (Ain & Ratnasari, 2015). And it has become Indonesia's potential in the fashion sector, especially Muslim wear brands, which have now penetrated overseas with designs and fashions that attract the world's Muslim community.

According to the results of an interview conducted by the Indonesia Islamic Fashion Consortium (IIFC), the development of Muslim wear (Muslim fashion) has made industry players and the government want to make Indonesia the center of world Muslim fashion in 2020. Indeed, this is very possible given the increase in the Muslim fashion industry. in Indonesia since the 1990s (Setianingsih, 2019). Currently, public interest in Muslim fashion is increasing day by day, because the variety of fashion models produced is unique and attractive (Putri & Permatasari, 2018).

Perception is a process in which individuals select, organize, and interpret various stimuli into a meaningful and coherent picture of the world, in simple terms, perception is how a person perceives the world around him (Putra, 2014). More or less perception is a process that makes a person choose, organize, and interpret the stimuli received into a meaningful and complete picture of his world (Imancezar, 2011). With Cu perception, they can find out what are the strengths, weaknesses, opportunities or threats for the product itself (Alatas, 2018).

In maintain and increase the consumer market, it is necessary to have a good image and perception of the product and the company. The image needed for a product is if the product is able to meet consumer wants and needs, namely by making and developing products in

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accordance with consumer expectations and tastes, guaranteed quality and quality and product delivery systems so that consumers can easily obtain these products (Setyana, 2015).

In fact, consumers tend to choose to buy brands that they already know where they feel safe and avoid various risks of use with the assumption that the brand is already known to be more reliable. When a consumer is already at the level of knowing a brand, then this will automatically lead to a sense of familiarity, from this habit it will then turn into a connection and a preference that affects consumer perceptions or assessments of the product (D. N. Sari et al., 2018).

Brand is basically an important thing in marketing a product. Manufacturers must be able to produce a brand that is easily recognizable, so that consumers can always remember it with a good image, so that a brand image appears (Setyana, 2015). A good brand is one of the assets for the company, because the brand has an impact on every consumer perception, where the public will have a positive impression of the product and the company (Abdillah, 2015).

Brand awareness can create a certain value for consumers, when a brand is known, the brand tends to be the choice of consumers which then brings the brand to be liked by many consumers. A brand can be recognized through the company's extensive and ongoing advertising, extensive distribution network, and long standing in the industry. At first, to create a strong brand and have a positive image in the community, a brand must first have brand awareness, it is important because the most basic thing for a brand to be selected is to be known first by consumers. This brand awareness is the ability of a brand to immediately appear in the minds of consumers when they are thinking about a certain product category, this stage also considers how a brand is also easily raised (D. N. Sari et al., 2018).

Brand image is the perception of the brand which is a reflection of the consumer's memory of the association with the brand. Various efforts have been made by the company in order to maintain the brand image they have, including technological innovation, the superiority of the product, competitive pricing, and targeted promotions. Brand image is used by consumers to evaluate a product when the consumer does not have good enough knowledge about a product. Consumers will tend to choose products that are well known and used by many people rather than products that they are not familiar with (Sugiarti, 2016). Therefore, the importance of consumer perceptions of Muslim fashion brands is the discussion in this study.

RESEARCH METHODS

This research uses the library method. Library research is research carried out using literature, up in the form of books, notes, and reports of previous research results (Hasan, 2008). Sources of data used in this study are primary and secondary data sources (Suryosubroto, 2003). Primary data is the result of research on theses, scientific writings, and journals. Meanwhile, secondary data comes from books, textbooks, and others. The data analysis technique used in this research is content analysis. Content analysis is used to obtain valid inferences and can be re-examined based on the context (M. Sari & Asmendri, 2018).

RESULTS AND DISCUSSION

Consumer Perception of Muslim Clothing

According to William J Staton: "Perception can be interpreted as meaning that we relate based on past experiences, stimuli that we receive through the 5 senses" (Supranto, 2007). Understanding consumer perceptions is very important in understanding the process of acquisition, consumption and after-use treatment of goods and services. The stimulus that will be given, for example in the form of color, packaging, situations in various forms is a reference for perception (Amir, 2005).

Product perception is the selection, organization, and interpretation of marketing and environmental stimuli into a picture for the individual. Perception of a product will affect a person's attitude towards the product (Kussudyarsana, 2016). Perception can be negative and positive. If consumers have a positive impression of the products offered by the companies then this will result in a positive perception, and vice versa. Perception in a person is strongly influenced by thoughts and the surrounding environment. In addition, perception can be substantially different from reality or actual reality.

Meanwhile, according to Zamroni in (Subakti, Tenironama, & Yuniarso, 2018). the factors that influence perception include: Motives are internal factors that can stimulate attention. The existence of a motive can cause the emergence of an individual's desire to do something or vice versa, Willingness and Hope In determining which one will be chosen to be received next, how the selected message will be arranged and interpreted, Stimulus Intensity The strength of the stimulus received will be very influential for the individual, Repetition A stimulus that appears or occurs repeatedly will attract attention before it reaches a saturation point.

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Muslim clothing is clothing in that it makes the existence of Muslims develop in perceiving and understanding Muslim clothing. One of the reasons for the development of Muslim clothing is used and perceived positively.

From the results of research conducted by (Yuliana, 2019), the people of Pagar Agung Village, Pino Raya District, South Bengkulu Regency showed a high and good awareness of the existence of syar'i Muslim clothing. this can be proven by the high enthusiasm of the community in using and seeing syar'i Muslim clothing. From the various information that the researchers got regarding the views of the community themselves towards Islamic syar'i clothing, most of them were of good and positive opinion, so that with the existence of good and positive opinions, the enthusiasm of the community towards syar'i Muslim clothing itself was also good.

Based on research conducted by (Suheri, 2018) the existence of Muslim clothing is still considered strange or foreign. As for the wearer of clothing in question is a Muslim man. Because in general, the robe is a type of men's clothing that has not been socialized by the wearer openly, but the wearer has given examples of robes through the language of appearance and Islamic dress style. In various ways and on various occasions that in dressing has its own purpose and purpose, and a model will show the characteristics of a person, the colors and patterns in an outfit also give its own meaning so that in relation to the language of nonverbal communication, all forms and types that are used provide symbols. and its own meaning, in harmony with wearing a robe that is identical to one's religious understanding and belief, what emerges is the concept and value of one's piety and faith.

Prejudice and public perception of the wearer of robes in the end becomes a form of positive perception and is responded to well. The variety and models used by robe wearers make a trend and model in dressing gowns. Moreover, robes are worn meaningfully and traditionally by the local community and people who are interested in it, such as a person who wears a robe with the meaning of togetherness and dresses in prayer, so that a form of nonverbal communication is found with a symbol of togetherness in wearing a robe.

Brand Loyalty and Brand Image

According to (Firmansyah, 2008) brands can be associated as names, terminology, symbols, distinctive colors, typography or specific logos or also a combination of several of these elements, which can be used as the identity of a product or service. Brand is also a symbol and imagination created and implanted in the minds of consumers.

Based on the explanation above, technically if a marketer creates a new name, logo, or symbol for a product, then he has created a brand. Therefore, the real brand is the seller's promise

to consistently provide certain features, benefits, and services to buyers, the best brand will provide quality assurance (Rangkuti, 2002).

Stimuli describe information that will be perceived by consumers. Brand name is an extrinsic stimulation to influence consumer perception of a product. A successful brand can bind consumers so that consumers are loyal to a product (brand loyalty). The existence of stimuli in the form of information about a brand will affect consumer perceptions of the product or brand.

Brand loyalty is a complementary measure of a product or service, as a reflection of the company's ability to provide a number of benefits that are felt by consumers. Loyalty is a measure of consumer loyalty to a brand which is shown by: The occurrence of increasing and continuous transactions (bigrepead buy), the existence of consumer recommendations for the brand (brand recommendation) to friends and other relatives, the desire of consumers to provide protection for the brand (product or service) of the company from exposure to competing brands (patronage of the company brand), as well as giving rejection to the brand (closed to competitive brand) (Ismail, 2013).

Based on Kotler and Waldemar in (Pawirosumarto, 2016) loyalty is also defined as the attitude of consumers who buy and use goods and services repeatedly and exclusively and voluntarily recommend them to other parties. Brand Loyalty is the most important driver of brand equity because loyalty is the only element of brand equity related to future profit and purchase volume.

Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand's image. Brand image is a requirement of a strong brand. The brand image that is formed must be clear and has advantages when compared to its competitors. When brand differences and advantages are faced with other brands, a brand position emerges (Permana & Oktavian, 2014).

If a company already has a good brand image and has implanted that brand image into the minds of its consumers, the company does not have to bother looking for who its consumers are. With a good brand image, consumers will believe in the brand and will use the products of that brand. There are three components in the Brand Image, namely (Simamora, 2008) : (1) Image Maker (Corporate Image), which is a set of associations perceived by consumers against companies that make a product or service. In this study, the image of the maker includes the

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image of the country of origin of the product; (2) User Image, which is a set of associations perceived by consumers towards users who use an item or service, which includes the user himself, his lifestyle/personality, and his social status; (3) Product Image, which is a set of associations perceived by consumers for a product which includes the product's attributes, benefits for consumers, its use and the guarantees provided.

The results of research conducted by (Susanty & Adisaputra, 2011) which states that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers, thereby creating a positive attitude towards the brand. A positive attitude from consumers that can lead to a good brand image in the eyes of consumers towards the product or company. From this consumer satisfaction it states that consumers are satisfied with the brand image which means the company must be able and strive to improve how the benefits of the product, the ease of obtaining products, brands that are easily recognizable and in accordance with consumer needs, which will make consumers more satisfied and ignore other product offerings. or loyal to the product used.

Another article that supports this research is research conducted by (Ikrima & Wibowo, 2015) which states that the brand image on Shafira shows that on the strength dimension, Shadira's positioning as a Muslim fashion brand for the upper middle class is highly rated by members because Shafira has succeeded in creating confidence. to the position of the brand offered. Brand image and consumer satisfaction simultaneously affect brand loyalty.

CONCLUSION

From the above discussion it can be concluded that the brand is an extrinsic stimuli that affect consumer perceptions of a product. A successful brand can bind consumers so that consumers are loyal to a product (brand loyalty). The existence of stimuli in the form of information about a brand will affect consumer perceptions of the product or brand. Good brand quality is a complementary measure of a product or service, as a reflection of the company's ability to provide a number of benefits that are felt by consumers.

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