CHAPTER I

INTRODUCTION

I.1. Background of the Study

Fashion was recognized from the city which can be called the "capital of fashion" which is Paris . In the sixteenth century, Spain was dominating the world by its authority in the European fashion. Their authority changed by the seventh century and held back by France from Spain ,which is now Paris is the most powerful country in the world (Steele, 2017). In addition, (English, 2013) discussed that during the nineteenth century, Charles Frederick Worth was a Parisian designer who was known by selling his creation to the royals of Europe. By then, Frederick recreates similar outfits for the cheaper collection. Along the way, other designers such as Paquin, Poiret, and Vionnet followed the trend and become the trend during the era. Moreover, in this era, the term "fashion" is not only for the upper - class needs but it is also for the means of people in every individual. According to Jones (2015, p.6) "Fashion is a subject of vital interest, in the urban center of the world, fashion matters enormously". People express their personality through their clothes, adapting to the styles of the trend. Consequently, it is about expressing yourself and tells a story about your personality through clothing (Malhotra & Le Bon, 2015). Speaking about clothing, it creates meaning for the people who wears it and can be interpreted as a self-representation of who they are.

The apparel market has been the most influential industry in the world. According to Coresight Research the global adaptive apparel market is increasingly growing by $288.7 billion in 2019 and will increased to $349.9 billion in 2023 (Coresight Research, 2019) . The market shows that fashion is a powerful industry as it is connected to millions or even trillions of dollars and involving people all over the world. As a matter of fact, the fashion industry has already taken over the world especially in Indonesia as there are many new-born Indonesian clothing brands. It is reported that the peak of the textile and apparel industry record in Indonesia was at 18.98 percent in the first quarter of 2019, which is a significant increase compared to the same period last year which was recorded at 7.46 percent which is also an increase from the acquisition in 2018 of 8.73 percent (Bhwana, 2019).

The fashion industry in Indonesia has grown throughout the years, especially in the luxury brand fields. Many Indonesian designers have already spread their wings and got recognized internationally such as Didit Hediprasetyo, Sebastian Gunawan, Sapto Djojokartiko, Biyan Wanaatmadja, Auguste Soesastro, Tex Saverio, Ghea S. Panggabean, Harry Halim, Yosep Sinudarsono, Peggy Hartanto (Sadarangani, 2018). Sebastian Gunawan is one of the representations in 10 Indonesian Fashion Designers who got recognized internationally especially when he received the First Award at the "International Apparel Federation World Young Designer Award 2004" in Barcelona, Spain.

Sebastian Gunawan started his journey in creating his uniqueness through clothes in Indonesia since 1993 wherein Indonesia many designers create Indonesian traditional clothes called 'kebaya' but instead he created luxurious gowns with a European twist (Bestari, 2019). His clothes have already been recognized by all of the Hollywood stars, for example Halle Berry, Kesha, Rumer Willis, and much more (Ratnaningsih, 2019).
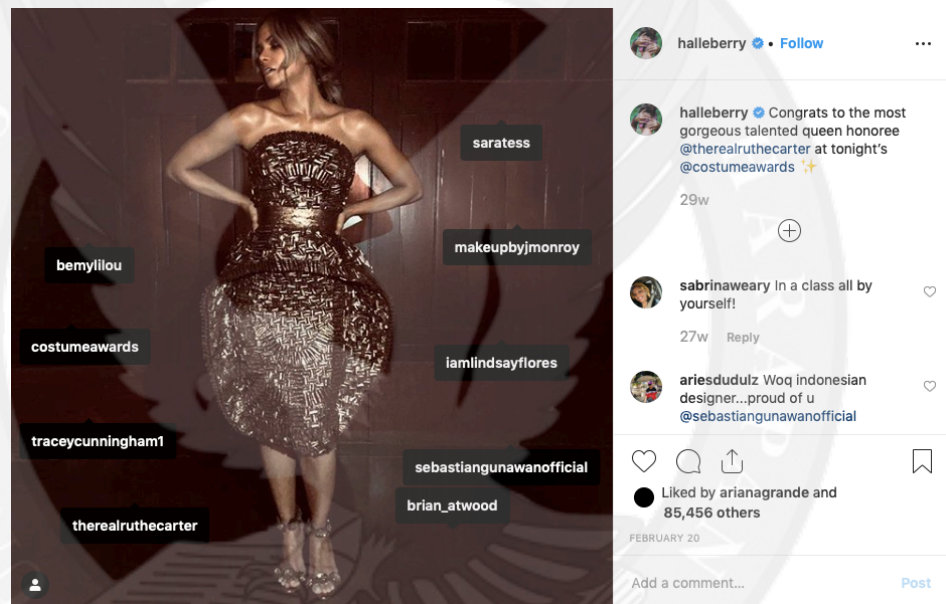

Figure 1.1 Halle Berry's Instagram Post
Source : Halle Berry's Instagram

Figure 1.1 shows the Instagram post of Halle Berry wearing Sebastian Gunawan clothes. The couture dress is a Wakanda-inspired dress in honoring the Black Panther costume designer Ruth E Carter at the Costume Designers Guild Awards (Kallon, 2019). Before that, Halle Berry's is a 53 years old African-American Hollywood Actress who achieved the first

African -American woman in winning the Oscars for best actress. (Biography, 2014)

He has already been around in the fashion industry for about 20 years. His interest in fashion comes from his elegant mother who has a natural flair in fashion. He first launched his line "Sebastian Gunawan" in 1992 , the same year where he represented Indonesia at the prestigious "Young Fashion Designers Contest". In 2005 after he received the First Award at the "International Apparel Federation World Young Designer Award", he was invited to show his collection at "Moda in 3D" in Rome, Italy. Sebastian continues to grow his passion by launching two ready-to-wear lines. The first one, "Red Label by Sebastian & Christina and "Votum".

I.2. Problem Identification

The fashion industry is a tough industry, to begin with, or even to survive. Every designers need to deal with every circumstances such as trends, competitors, or even customer satisfaction. To be able to survive, every brands need their marketing activities in influencing their customers in purchasing clothing (Zhang, 2015). The marketing activities includes branding strategy inside, the purpose of the branding strategy is to create a different perspective of brands that stand out from the competition (John Wiley & Sons, 2014). In able to reduce many competitions, building a strong brand is important because it can create customer confidence, loyalty,

develop employee motivation, and can create new investments (Gronlund, 2013). As stated in the background, fashion industry in Indonesia has grown throughout the year. Many brands have emerged in the industry and it's create many competition in the industry. Therefore, in order to succeed having a strong brand identity is important in the industry.

I.3.   Research Question

1. How does "Sebastian Gunawan" maintain their brand image?

I.4.   Research Aims and Objectives

The purpose of this research is :

1.   To know how "Sebastian Gunawan" maintain their brand image

2.   To describe how fashion designer survive in the industry

3.   To give awareness to new fashion designers who interested in the industry

I.5. Significance of Research

A.   For Academic

1. As a reference for other researcher in doing a similar research and it would be more suitable in the communication study field

B.   For Practitioners

1.   This research is expected to be a reference and an input for Pelita Harapan University

2.   This research is beneficial for the people who wants to know about the fashion industry

I.6. Organization of the study

Organization off the study consist of a brief explanation of the research from chapter one until chapter six and it will be discussed below :

CHAPTER I : INTRODUCTION

Chapter One, as seen written above, the writer will begin with the background of the study and the problem identification regarding the topic that is about to be researched: "The Brand Image of Sebastian Gunawan." The identification of problem will to the research questions that is asked, and of this research's significance. Furthermore, the writer discusses the organization of the study to fill in the readers on what is to be expected in this thesis.

CHAPTER II : RESEARCH SUBJECT & OBJECT

In chapter two, the researcher will explain in detail about the object of the study. This chapter will consist of all information related about the topic: (1) Sebastian Gunawan Company , (2) Sebastian Gunawan Business Line , (3) Sebastian Gunawan Marketing Strategy, (4) Sebastian Gunawan Target Market.

CHAPTER III : LITERATURE REVIEW

This chapter will describe in detail and correlate how this study is related to Chapter one using communication theories : (1) Brand, (2) Brand Equity , (3) CBBE Model, (4) Brand Image , (5) Brand Attributes, (6) Brand Benefits, (7) The Commitment Trust Theory of Relationship Marketing

CHAPTER IV : RESEARCH METHODOLOGY

In the fourth chapter, the researcher will explain the methodology used to do the research and how information is obtained in order to answer the research question raised in the first chapter. This chapter discussion includes: (1) Research Approach (2) Research Method , (3) Data Collection Method, (4) Unit Analysis , (5) Research Informant, (6) Data Analysis Plan, (7) Technique Data Validity , (8) Research Limitation.

CHAPTER V : RESEARCH FINDINGS AND DISCUSSION

In Chapter five, the researcher will explain the result findings, and analyzes the data obtained from primary data collection and secondary data collection. The answer and the explaining of the findings will provide information in detail to answer the research question in Chapter One.

CHAPTER VI : CONCLUSIONS

Finally, in this thesis' writing's last chapter, it will conclude the findings' results. Additionally, this chapter will also give critic for the author of research's work in order for it to be better for future researches could be better.