

## Young Designers Are Encouraged Being Pioneers Fashion Business Sector

Contributed by Maizer  
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The Ministry of Industry will appreciate and support the Indonesian Fashion Designers Entrepreneurs Association (APPMI) in implementing Modest Fashion Project (MOFP) 2018. MOFP activities are expected to be a stimulus for young domestic designers to build startup in the national Muslim fashion industry. able to dominate domestic market and export.

"MOFP 2018 is a fashion design competition from the series of Ramadan Runway events. We hope that the winners in this event can synergize with small and medium industry (IKM) of fashion and convection sector," said Director General of IKM Kemenperin Gati Wibawaningsih in Jakarta, Saturday (9/6). In addition, the design of the winners of the race to be not only a graffiti on paper alone, but can be produced and marketed widely to improve the national economy. "This is one concrete manifestation by the government in realizing the vision of Indonesia to be a fashion mecca of Muslim world in 2020," said Gati. In order to encourage young designers to continue to work, Ministry of Industry has been running the program peningkatan competence of human data sources in spur the growth of the fashion industry in the country. "In the effort of developing the fashion industry, collaboration and synergy among various stakeholders including government, business, academia and community are needed," he explained. In addition, continued Gati, a strategic step that needs to be done is strengthening the structure of the national fashion industry. "Integration will be strengthened by the supply of raw materials from the domestic textile industry which will be realized through material center," he explained. In recent years, the fashion industry in the country has continued to show positive growth. This achievement is marked by an increase in export value performance and its contribution to national GDP. Based on data from BPS, the value of national fashion exports in the period January-April 2018 reached USD4, 7 billion, an increase of 10 percent over the same period in 2017 of USD4, 2 billion. "In this position, Indonesia is able to control 1.9 percent of the world's fashion market and become the 14th exporter of garment," Gati said. Regarding the potential in the Muslim fashion industry sector, Indonesia is one of the top three member countries of the Organization of Islamic State Cooperation (OIC) as the largest exporter of Muslim fashion products in the world, after Bangladesh and Turkey. Indonesia is able to record the export value of Muslim fashion products up to USD12, 23 billion in the last year. "In 2016, the Muslim fashion market in the world reaches USD254 billion and predicted in 2022 will experience market growth of 6.6 percent to become USD373 billion. This is a great opportunity for Indonesia to dominate the Muslim fashion market in the world," said Gati. Moreover, Indonesia as one of the countries with the largest Muslim population in the world. Desainer Muda Dipacu Menjadi Pelaku Usaha Rintisan Sektor Fesyen Kementerian Perindustrian memberikan apresiasi dan dukungan kepada Asosiasi Perancang Pengusaha Mode Indonesia (APPMI) dalam melaksanakan Modest Fashion Project (MOFP) 2018. Kegiatan MOFP ini diharapkan menjadi stimulus bagi para desainer muda dalam negeri untuk membangun usaha rintisan (startup) di industri fesyen muslim nasional yang mampu menguasai pasar domestik dan ekspor. "MOFP 2018 merupakan lomba desain busana muslim dari rangkaian acara Ramadhan Runway. Kami berharap kepada para pemenang di ajang ini bisa bersinergi dengan pelaku industri kecil dan menengah (IKM) sektor fesyen dan konveksi," kata Dirjen IKM Kemenperin Gati Wibawaningsih di Jakarta, Sabtu (9/6). Selain itu, desain dari para pemenang lomba tersebut agar tidak hanya menjadi coretan di atas kertas saja, melainkan dapat diproduksi dan dipasarkan secara luas sehingga meningkatkan perekonomian nasional. "Ini merupakan salah satu wujud konkret yang dilakukan pemerintah dalam mewujudkan visi Indonesia menjadi kiblat fesyen muslim dunia pada tahun 2020," tutur Gati. Guna mendorong para desainer muda bisa terus berkarya, Kemenperin telah menjalankan program peningkatan kompetensi sumber data manusia dalam memacu pertumbuhan industri fesyen di Tanah Air. "Dalam upaya pengembangan industri fesyen, juga diperlukan kolaborasi dan sinergi dari berbagai stakeholder yang meliputi pemerintah, pelaku usaha, akademisi dan komunitas," paparnya. Di samping itu, lanjut Gati, langkah strategis yang perlu dilakukan adalah penguatan struktur industri fesyen nasional. "Integrasi akan diperkuat dengan suplai bahan baku dari industri tekstil dalam negeri yang akan diwujudkan melalui material center," jelasnya. Dalam beberapa tahun terakhir, industri fesyen di dalam negeri terus menunjukkan pertumbuhan yang positif. Capaian ini ditandai dengan peningkatan kinerja nilai ekspor dan kontribusinya terhadap PDB nasional. Berdasarkan data BPS, nilai ekspor fesyen nasional pada periode Januari-April 2018 mencapai USD4,7 miliar, meningkat 10 persen dibanding periode yang sama tahun 2017 sebesar USD4,2 miliar. "Pada posisi ini, Indonesia mampu menguasai 1,9 persen pasar fesyen dunia dan menjadi negara eksportir pakaian jadi ke-14," ungkap Gati. Mengenai potensi di sektor industri fesyen muslim, Indonesia menjadi salah satu dari tiga besar negara anggota Organisasi Kerja Sama Negara Islam (OKI) sebagai pengeksportir produk fesyen muslim terbesar di dunia, setelah Bangladesh dan Turki. Indonesia mampu mencatatkan nilai ekspor produk fesyen muslim hingga USD12,23 miliar pada tahun lalu. "Pada tahun 2016, pasar fesyen muslim di dunia mencapai USD254 miliar dan diprediksi pada 2022 akan mengalami pertumbuhan pasar sebesar 6,6 persen sehingga menjadi USD373 miliar. Ini yang menjadi peluang besar bagi Indonesia untuk menguasai pasar fesyen muslim di dunia," papar Gati. Apalagi, Indonesia sebagai salah satu negara dengan jumlah penduduk muslim terbesar di dunia.

