

Promotion of Local Designers at the Jogja Fashion Week 2023

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ABSTRACT

Keywords

Promotional Strategy; Jogja Fashion Week; Local Designers; Promotional Mix; Digital Promotions

Jogja Fashion Week (JFW) is an annual event initiated by the Department of Industry and Trade of the Special Region of Yogyakarta (Disperindag DIY) to promote local designers and strengthen Yogyakarta's position as a national and global fashion hub. This study aims to analyze the promotional strategies implemented by Disperindag DIY to enhance the exposure of local designers through Jogja Fashion Week 2023. This research employs a qualitative descriptive method with a case study approach. Data were collected through in-depth interviews with relevant officials, observations, and documentation from various sources. Data analysis was conducted using data reduction, data presentation, and conclusion verification methods. The findings reveal that the promotional strategies used a promotional mix consisting of publicity through digital promotions of social media Instagram and websites, advertising on various digital platforms, direct marketing through exhibitions and fashion shows, as well as word-of-mouth promotion supported by influencers. A SWOT analysis highlights that the primary strength of JFW 2023's promotional strategy is its long-established reputation and full support from the DIY government. However, challenges remain in terms of limited promotional budgets and competition with international fashion brands. The study concludes that the implemented promotional strategies have successfully increased local designers' participation and the exposure of their products to a broader market. However, improvements in promotional management and stronger collaborations with stakeholders are still necessary to enhance promotional effectiveness in the future.

1. Introduction

Amidst the influx of foreign cultural influences entering the country, local designers are required to be more creative and competitive within the global market. One of the efforts undertaken to address this challenge is the emergence of the "Local Pride" movement, which encourages the consumption of locally made products, including within the fashion industry. This initiative has been positively received by various parties, including regional governments that recognize the potential of the creative industries as a new economic force. A concrete form of regional government support for the development of local designers is the organization of Jogja Fashion Week (JFW), an annual event initiated by the Department of Industry and Trade of the Special Region of Yogyakarta (Disperindag DIY) since 2006.

In 2023, JFW adopted the theme *Becoming World Fashion Capital*, aiming not only to showcase the creative works of local designers but also to expand marketing networks and to position Yogyakarta as a global fashion center by 2028. Involving 133 designers, more than 600 fashion collections, and 80 MSME tenants, JFW 2023 served as a significant momentum for promoting local creations to national and international markets (Rianjani, 2023).

The role of promotional strategies in an event of this scale is crucial. The use of social media, collaboration with stakeholders, exhibitions, fashion shows, and word-of-mouth communication constitute the main elements for conveying messages and product values to audiences. Therefore, it

is essential to examine how the promotional strategies implemented by Disperindag DIY have enhanced the visibility and competitiveness of local designers through JFW 2023. This study aims to understand the promotional strategies applied, the challenges encountered, and the effectiveness of the approaches used in supporting the existence of the local fashion industry.

2. Method

This study employs a descriptive qualitative approach using a case study method. A case study is defined as an in-depth and detailed investigation of a specific subject, documentation, or event. This approach was selected because the research aims to gain a comprehensive understanding of the promotional strategies employed by the Department of Industry and Trade of the Special Region of Yogyakarta (Disperindag DIY) in promoting local designers through the Jogja Fashion Week (JFW) 2023 event.

Data collection techniques used in this study include in-depth interviews and documentation. (Miles, 1992) The data analysis process follows the interactive model, which consists of data reduction — the process of summarizing and filtering essential information relevant to the research focus. Data presentation is organized narratively to facilitate conclusion drawing, verification, and inference. Preliminary conclusions are tested through source triangulation techniques to ensure the validity and reliability of the data.

3. Result and Discussion

This study reveals the promotional strategies implemented by the Department of Industry and Trade of the Special Region of Yogyakarta (Disperindag DIY) in promoting local designers during the Jogja Fashion Week (JFW) 2023 event. The research findings were obtained through in-depth interviews with representatives from Disperindag and local designers, as well as documentation from various related sources.

1. Promotional Strategy Planning

The planning for JFW 2023 was initiated one year prior to its implementation, involving key stakeholders such as the Tourism Office, the Cooperatives Office, and the Regional Government of the Special Region of Yogyakarta (Pemda DIY). The planning process included the formulation of the vision and mission, SWOT analysis, and the determination of success indicators. The main vision of JFW 2023 was to position Yogyakarta as a global fashion center, while its mission focused on the empowerment of MSMEs and local designers, as well as the advancement of the creative economy.

Promotional planning was carried out systematically using the 7P marketing mix approach: Product, Price, Place, Promotion, People, Process, and Physical Evidence (Jackson, 2016). These activities aimed to build a sustainable local fashion ecosystem, expand designers' networks, and generate national and international exposure.

2. Implementation of Promotional Strategies

(Kotler & Armstrong, 2012) in their book *Principles of Marketing*, state that the promotion mix is a combination of various promotional strategies employed by companies to achieve their marketing and sales objectives. The promotion of JFW 2023 integrated several elements of the promotion mix, namely:

a. Publicity

Publicity is a form of communication aimed at providing information and attracting public attention to a product or service. Publicity typically utilizes media channels as a means to disseminate information widely. Publicity is one of the elements of the promotional mix employed by the Department of Industry and Trade of the Special Region of Yogyakarta (Disperindag DIY) to ensure the success of JFW 2023.



Figure 1. Screenshot of event (Source: Instagram.com/jogjafashionweek.id)

Disperindag DIY utilized the Instagram account @jogjafashionweek to disseminate information. Publicity efforts were carried out intensively both before and during the event.

b. Advertising

Advertising is a form of non-personal communication paid for by a specific sponsor with the aim of delivering promotional messages to a broad audience (Ramsiah Tasruddin, 2015). In this context, Disperindag DIY acted as the main sponsor/promoter to promote the Jogja Fashion Week event and local designers. Promotion was carried out through online media such as TV One News, the official website of the Regional Government of Yogyakarta (Pemda DIY), and collaborations with local influencers. These media channels were utilized to reach a wider target audience.



Figure 2. The news (Source: TvOnenews.com)

c. Direct Marketing

Direct marketing is an effort undertaken by a company or organization to communicate directly with targeted prospective customers with the intention of eliciting a response and generating sales transactions.



Figure 4. JFW poster (Source: Instagram.com/JogjaFashionWeek)

Through tenant exhibitions, booths, and fashion shows featuring 133 designers and over 600 fashion collections. In addition, fashion seminars further enhanced the understanding of local MSME (Micro, Small, and Medium Enterprises) actors.

d. Word of Mouth

Word of Mouth is a form of communication that involves suggestions or recommendations regarding a particular product or service.



Figure 4. Screenshot of comment section (Source: Instagram.com/rosarunnisa)

Visitors and influencers also contributed to the organic promotion of this event through their social media platforms. One example is the Instagram influencer Rosa Runnisa, who promoted the event via her Instagram account.

3. Evaluation of Promotional Activities

An evaluation of the promotional strategy implemented by the Department of Industry and Trade of the Special Region of Yogyakarta (Disperindag DIY) in promoting local designers through Jogja Fashion Week (JFW) 2023 indicates that, overall, the promotional activities were relatively effective, despite several key areas requiring improvement. The promotion was carried out through a variety of communication mixes, including publicity via social media and mass media, direct marketing through exhibitions and fashion shows, as well as word-of-mouth strategies through collaborations with influencers. These efforts successfully increased the participation of local designers and raised public awareness of local products. However, limitations in promotional budgeting and suboptimal collaboration among stakeholders—particularly due to scheduling conflicts with other events—emerged as notable obstacles. Moving forward, the development of a more integrated event calendar and diversification of promotional channels is necessary to expand audience reach and maximize the exposure of local designers. With these evaluations, it is hoped that future editions of Jogja Fashion Week will generate a greater impact in strengthening the local fashion industry in Yogyakarta.

4. Conclusion

This study indicates that the promotional strategy implemented by the Department of Industry and Trade of the Special Region of Yogyakarta (Disperindag DIY) to promote local designers through the JFW 2023 event was systematically planned and executed. By integrating various elements of the promotional mix—such as publicity, advertising, direct marketing, and word of mouth—Disperindag DIY successfully enhanced both the exposure and participation of local designers. This is evidenced by the increased number of participating designers and the high level of enthusiasm shown by the public and stakeholders toward the event.

The success of JFW 2023 is evident not only from a quantitative perspective but also through the quality of its strategic approach, which involved careful planning, cross-sector collaboration, and

effective utilization of digital media. The event served as a vital platform for local designers to showcase their best works while simultaneously reinforcing cultural identity through fashion. Nevertheless, several challenges remain, such as budget constraints and the need to optimize inter-institutional collaboration—both of which are important considerations for future implementations.

With continuous evaluation and improvements in managerial and promotional aspects, Jogja Fashion Week is expected to continue evolving and become a driving force in establishing Yogyakarta as a global fashion hub rooted in local wisdom and global innovation.

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