

Inovasi Kolaborasi & Digital Marketing untuk Meningkatkan Daya Tarik Fashion Tourism di Jakarta = Collaborative Innovation & Digital Marketing to Enhance the Appeal of Fashion Tourism in Jakarta

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Abstrak

Fashion tourism merupakan sektor potensial dalam ekonomi kreatif Indonesia yang menggabungkan industri mode dan pariwisata. Penelitian ini bertujuan untuk menganalisis pengaruh inovasi, kolaborasi, dan digital marketing terhadap daya tarik fashion tourism. Metode kuantitatif dengan pendekatan eksplanatif digunakan dalam penelitian ini, dengan data primer yang diperoleh melalui kuesioner kepada 130 responden dari pelaku industri fashion dan wisatawan, yang berasal dari komunitas fashion Kemenekraf yang berjumlah 416 orang. Hasil analisis regresi linear berganda menunjukkan bahwa inovasi, kolaborasi, dan digital marketing berpengaruh positif dan signifikan terhadap daya tarik fashion tourism. Inovasi produk berbasis budaya lokal dan pemanfaatan teknologi pemasaran memiliki pengaruh paling dominan. Kolaborasi antara brand fashion lokal dan Kemenekraf meningkatkan eksposur event, sementara strategi digital marketing melalui media sosial dan influencer efektif dalam menjangkau audiens muda. Penelitian penguatan inovasi produk, kolaborasi lintas sektor, dan strategi pemasaran digital untuk meningkatkan daya saing fashion tourism di Indonesia.

.....Fashion tourism is a potential sector in Indonesia's creative economy that combines the fashion industry and tourism. This study aims to analyze the influence of innovation, collaboration, and digital marketing on the attractiveness of fashion tourism. A quantitative method with an explanatory approach was used in this study, with primary data collected through a questionnaire administered to 130 respondents from the fashion industry and tourists, who were part of the Ministry of Tourism and Creative Economy's fashion community, totaling 416 individuals. The results of the multiple linear regression analysis indicate that innovation, collaboration, and digital marketing have a positive and significant impact on the appeal of fashion tourism. Product innovation based on local culture and the use of marketing technology have the most dominant influence. Collaboration between local fashion brands and Kemenekraf increases event exposure, while digital marketing strategies through social media and influencers are effective in reaching young audiences. This study recommends strengthening product innovation, cross-sector collaboration, and digital marketing strategies to enhance the competitiveness of fashion tourism in Indonesia.