



## ABSTRACT

This study aims to analyze the value chain in the fashion retail business of Nugalale which is located in Jakarta but raises the cultural elements of East Nusa Tenggara.

This study demonstrates the need for several value chain activities at Nugalale. Associated with the value chain analysis is related to the building block of competitive advantages, the main activities and supporting activities that are the advantages of Nugalale are related to efficiency, innovation, quality, and customer response. From this relationship, two conclusions are obtained that are in accordance with the research question, namely what activities are in Nugalale and what activities need improvement. Based on the results of interviews and strategies seen, Nugalale is more directed towards differentiation.

Keywords: Fashion Retail, Value Chain, Nugalale, Building Block of Competitive Advantages



## INTISARI

Penelitian ini bertujuan untuk menganalisis rantai nilai (*value chain*) pada bisnis *fashion retail* Nualale yang berlokasi di Jakarta tetapi mengangkat unsur budaya Nusa Tenggara Timur.

Penelitian ini memperlihatkan perlunya beberapa aktivitas-aktivitas rantai nilai pada Nualale. Terkait dengan analisis rantai nilai tersebut dikaitkan dengan *building block of competitive advantages*, aktivitas utama dan aktivitas pendukung yang merupakan keunggulan dari Nualale dikaitkan dengan efisiensi, inovasi, kualitas, dan respon pelanggan. Dari keterkaitan tersebut didapatkan dua simpulan yang sesuai dengan pertanyaan penelitian, yaitu aktivitas apa saja yang ada di Nualale dan aktivitas-aktivitas apa saja yang perlu dilakukan perbaikan. Berdasarkan hasil wawancara dan strategi yang dilihat, Nualale lebih mengarah kepada diferensiasi.

Kata kunci: *Fashion Retail*, Rantai Nilai, Nualale, *Building Block of Competitive Advantages*