

ABSTRACT

Nuqeshop is a fashion or clothing business that sells headscarves, women's clothing, and subordinates in the form of pants and skirts. Nuqeshop has a principle to providing exclusive fashion products at affordable prices. Nuqeshop's business development increased linearly with the amount of fabric waste generated from clothing production activities. The existence of the Covid-19 pandemic resulted in a significant decrease in revenue for sales of Nuqeshop products. Efforts to increase Nuqeshop's income again are carried out by creating innovations in making complementary products from clothing made from a large number of leftover patchwork. The use of patchwork left over from clothing production is used as a means of raw material efficiency as well as an effort to reduce the amount of fabric waste that cannot be decomposed on earth. The innovation from the patchwork is made into a scrunchie or hair tie.

This study aims to develop business development from Nuqeshop, by manufacturing patchwork scrunchie products. The type of research in this research is in the form of exploratory qualitative research, with data collection methods through interviews and observation, then validated using a survey. This research is supported by using quantitative data with business feasibility analysis in economic and non-economic aspects. The research questions in the form of interviews with Nuqeshop internal parties were compiled based on the Business Model Canvas, interviews with competitors were arranged based on the Triple Layer Business Model Canvas, while the results of interviews with prospective customers were compiled using an empathy map. There were 7 informants in this study. 1 person from internal Nuqeshop, 3 competitors, and 4 potential customers representing 4 different personas, then validated by a survey of 35 respondents covering the 4 personas.

The results of the study stated that developing the Nuqeshop business by making scrunchies from leftover patchwork which has an investment value of IDR 3,120,000 is feasible because it has an NPV of IDR 46,422,479.33, an IRR of 98% and a return value of 3 years and 2 months. Based on non-economic analysis, the development of patchwork scrunchie products will affect the equal distribution of income for tailor women around Wonokromo, Bantul and can help the earth remain sustainable.

Keywords: Patchwork Scrunchie Business Development, Scrunchie, Patchwork