

MANFAAT HASIL BELAJAR *FASHION MERCHANDISING* SEBAGAI KESIAPAN MENJADI *FASHION MERCHANDISER* DI *SPECIAL STORE*

Ulfah Halimatus Sa'diah, Arifah A Riyanto, Astuti

Program Studi Pendidikan Tata Busana Jurusan PKK FPTK UPI

E-mail: fha_sadieyou@yahoo.co.id, arifahastim@yahoo.com, astutieman@yahoo.com

ABSTRAK: *Fashion Merchandising* merupakan salah satu mata kuliah yang diajarkan untuk membekali mahasiswa dengan pengetahuan dan pemahaman tentang berbagai faktor strategis yang berkaitan dengan proses pemasaran produk *fashion* yang efektif di era *Information Comunication and Technology* (ICT). Tujuan penelitian ini adalah untuk memperoleh data tentang manfaat hasil belajar *fashion merchandising* sebagai kesiapan menjadi *fashion merchandiser* di *special store*. Metode yang digunakan adalah metode deskriptif. Populasi penelitian yaitu mahasiswa Prodi Kriya Tekstil dan Mode angkatan 2010 dengan sampel total berjumlah 25 orang. Alat pengumpulan data berupa angket. Hasil penelitian menunjukkan bahwa manfaat hasil belajar *fashion merchandising* ditinjau dari tujuan *Fashion Merchandising*, *The visual display*, *advertising*, dan mengenai *special store* pada umumnya berada pada kategori tinggi dan memberikan manfaat positif dan signifikan. Kesimpulan dari hasil penelitian bahwa mahasiswa merasakan manfaat hasil belajar *fashion merchandising* sebagai kesiapan menjadi *fashion merchandiser* di *special store*.

Kata Kunci: Hasil Belajar, *Fashion Merchandising*, *special store*

THE BENEFITS OF *FASHION MERCHANDISING* LEARNING RESULT BECOME THE READINESS OF BEING A *FASHION MERCHANDISER* IN *SPECIAL STORE*

Abtrack: *Fashion Merchandising* is one of the subjects that are taught to equip students with the knowledge and understanding of the various strategic factors relating to the effective marketing of fashion products in the era of Information Communications and Technology (ICT) . The purpose of this research was to obtain data on the benefits of fashion merchandising learning result become the readiness of being a fashion marchindiser in special store . This research used descriptive method . The population of this research are the students of craft and mode Department class of 2010 with a total sample amounted to 25 students . The data collecting instruments of this present research was questionnaires. This research disclosed that the benefits of fashion merchandising learning result in terms purpose of learning based on the visual display , advertising , and the special store were mostly on the high criterion and gave positive benefits significantly. The conclusion from this research disclosed that students feel the benefits of

fashion merchandising learning result become the readiness of being a fashion merchandiser in special store.

Keyword : Learning Result, Fashion Merchandising, special store