

MANFAAT HASIL BELAJAR MANAJEMEN BISNIS BUSANA BUTIK SEBAGAI KESIAPAN PERINTISAN BISNIS *FASHION ONLINE*

ABSTRAK

Perintisan bisnis *fashion online* memerlukan kesiapan yang matang untuk dapat berkompetisi didalam dunia bisnis, hal tersebut dimungkinkan setelah mahasiswa memperoleh pengetahuan sikap dan keterampilan mengenai manajemen bisnis busana butik. Tujuan dari penelitian ini adalah untuk memperoleh data tentang manfaat hasil belajar manajemen bisnis busana butik ditinjau dari kompetensi penguasaan konsep dan tujuan bisnis busana butik, manajemen produksi bisnis busana butik, strategi pemasaran bisnis busana butik, manajemen pemasaran bisnis busana butik, serta promosi bisnis busana butik sebagai kesiapan perintisan bisnis *fashion online*. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif analitik dengan alat pengumpul data berupa angket. Sampel penelitian menggunakan sampel total, yaitu mahasiswa Program Studi Pendidikan Tata Busana paket asal pilihan Butik Fakultas Pendidikan Teknologi dan Kejuruan Universitas Pendidikan Indonesia yang telah mengikuti mata kuliah manajemen bisnis busana butik, angkatan 2010 dan angkatan 2011 yang berjumlah 37 orang. Hasil penelitian ini menunjukkan bahwa sebagian besar mahasiswa menyatakan hasil belajar manajemen bisnis busana butik sebagai ditinjau dari kompetensi promosi bisnis busana butik memberikan manfaat bagi mahasiswa untuk mempersiapkan diri dalam perintisan bisnis *fashion online* dan lebih dari setengah jumlah mahasiswa menyatakan bahwa hasil belajar manajemen bisnis busana butik ditinjau dari kompetensi penguasaan konsep dan tujuan bisnis busana butik, manajemen produksi bisnis busana butik, strategi bisnis busana butik, manajemen pemasaran memberikan manfaat bagi mahasiswa untuk mempersiapkan diri dalam perintisan bisnis *fashion online*.

Kata Kunci : Bisnis *Fashion Online*

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THE BENEFIT OF LEARNING THE MANAGEMENT OF THE BUSINESS BOUTIQUE FASHION AS PIONEERING READINESS OF THE BUSINESS FASHION ONLINE

ABSTRACT : Pioneering of the business fashion online needed readiness that was well thought out to be able to compete in the world of the business, this matter was enabled after the student received attitude knowledge and skills concerning the management of the business of the boutique fashion. The aim of this research of being to receive the data about the benefit of studying results of the management of the business of the boutique fashion was considered from competence and the aim of the business of the boutique fashion of the concept command, the management of the production of the business of the boutique fashion, the marketing strategy of the business of the boutique fashion, the management of the marketing of the business, as well as the promotion of the business of the boutique fashion of the boutique fashion as pioneering readiness of the business fashion online. The method that was used in this research that is the descriptive method analytical with the collector's implement of the data took the form of the poll. The sample of the research used the total sample, that is the student the Studi Program of fashion design Education the package from the choice of the Boutique of faculty of the technology and vocational education that followed the subject of the management of the business of the boutique fashion, the generation 2010 and the generation 2011 that was numbering 37 people. Results of this research showed that most students stated results of studying the management of the business of the boutique fashion as being inspected from promotion competence of the business of the boutique fashion gave the benefit for the student to prepare in pioneering of the business fashion online and more than half of the student's number stated that studying results of the management of the business of the business of the boutique fashion were considered from

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competence and the aim of the business of the boutique fashion of the concept command, the management of the production of the business of the boutique fashion, the strategy of the business of the boutique fashion, the management of the marketing gave the benefit for the student to prepare in pioneering of the business fashion online.

Key Words : Bussiness fashion online

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