

Business Licensing Policies and Their Economic Impact on the Fashion Industry

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Received : 15 Jul 2024

Accepted : 20 Agu 2024

Published : 29 Agu 2024

ABSTRACT

The fashion industry has grown rapidly in recent years, driven by economic growth and increasing people's purchasing power. This encourages many people to start businesses in the fashion sector. However, to start a business in the fashion sector, a business permit is required in accordance with applicable regulations. This research aims to analyze business licensing policies and the economic impact on the fashion industry. This research uses qualitative research methods with data collection techniques through literature study, in-depth interviews and participant observation. The research results show that business licensing policies in Indonesia are still complicated and convoluted. This is one of the inhibiting factors for fashion entrepreneurs to start their business. Apart from that, this research also found that business licensing policies have a significant economic impact on the fashion industry.

Keywords: *business licensing policies, economic impact, fashion industry*

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1. INTRODUCTION

Development is a method used to improve community competence and have a significant impact in the future. One of the national indicators of economic development is the Gross Domestic Product (Hidayat et al., 2022). Economic development is a process that occurs naturally and joyfully, as it is a process that occurs naturally and pleasantly. Development refers to structural changes resulting from economic activities and other factors within the system, as a result of economic activities and other factors within the system. The goal of economic development is to improve the well-being of society, create more job opportunities, and ensure income distribution across the country (Ghifary, 2022). The improvement of people's well-being can be achieved by the success of a country. By observing the decrease in the number of people living below the poverty line and the number of poverty and social poverty, it shows a barometer (Dan et al., 2024).

Creative economy emphasizes human ideas and knowledge as the main production factor in community activities. Currently, it has become more familiar with creative economy because household industries that sell creative ideas as raw materials are increasingly numerous. According to creative economists, the economy is characterized by skills that can increase the quality of life through creative efforts, making it possible to produce goods and services with economic impacts that can make life more secure (Sulistiyowati et al., 2024).

Creative businesses are developing rapidly in this era, and this is happening due to the process of digitalization and the rapid dissemination of information through advanced technology. This can be seen from the presence of social media in our daily lives, such as Instagram, YouTube, Snapchat, Twitter, and TikTok, which have become platforms that support the growth of creative businesses. Speaking about the creative business sector, it is known that there are various types of industries within it. One example is the fashion industry. According to Collins, the fashion industry is defined as: "the industry that deals with the world of

fashion" which means, an industry that is related to the world of fashion. The world of fashion referred to here includes everything related to clothing manufacturing, from design, production, distribution, and commercialization.

In recent years, the fashion business or fashion industry has been growing rapidly. This is evident from the high global sales revenue of this industry, which amounts to over USD 180 billion annually, and accounts for approximately 4% (four percent) of the total global GDP (Gross Domestic Product) or estimated to be around USD 1 trillion. These figures are contributed by many parties within the fashion business industry.

There are three main parties that support the growth of this industry, namely: (1) The role of fashion magazines such as Vogue, Elle, Cosmopolitan, and Harper's Bazaar; (2) Fashion shows such as Jakarta Fashion Week, New York Fashion Week, Paris Fashion Week, Arab Fashion Week, and Berlin Premium; and (3) The existence of well-known and high-end brands such as Celine, Gucci, Prada, Armani, and other famous designer brands. The progressiveness of fashion business growth is also supported by the existence of fast fashion. According to Vou, fast fashion is defined as: "An all-encapsulating term used to describe a business model based on copying and replicating high-end fashion designs." This means that fast fashion is a term that encompasses all aspects of a business model that involves copying and replicating high-end fashion designs. The process of copying and replicating involves thousands of employees working for companies to find and replicate the latest designs worn by celebrities on social media or by models on catwalks or red carpets. Fast fashion itself can also refer to a type of production that is produced quickly, cheaply, and in mass quantities, with the product taking design concepts from other brands' shows and applying them to ready-to-wear models that are ready to be marketed and follow current trends.

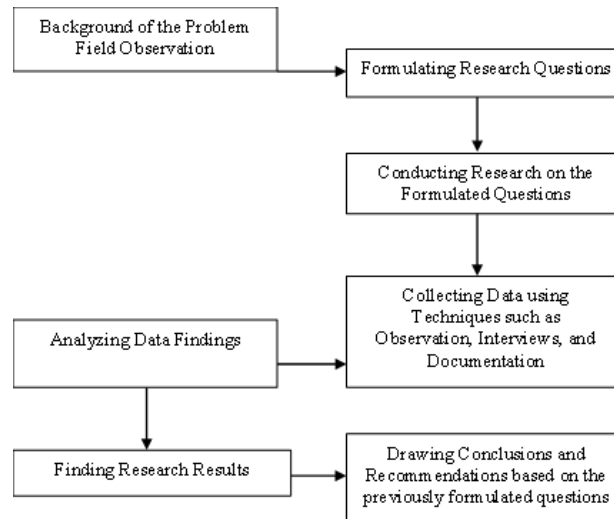
From the definition, it can be known that some characteristics of Fast Fashion include: (1) A style; (2) Quick, cheap, and mass production; and (3) Taking design concepts from other brands or high-end brands during fashion shows. In the past, fast fashion retailers only created predictions of fashion designs or "copies". However, the advancement of technology and social media platforms not only increased global e-commerce, but also increased the number of counterfeit and copies by fast fashion. Currently, fast fashion retailers do not only create similar designs, but also offer replicas that are identical to the original (Kornelis, 2022).

The growth of the fashion industry has exceeded the general public's needs. The industry worldwide has unpredictable and fluctuating demand. Generally, the fashion industry has a stable supply chain, diverse products, flexible supply chain structure, and abundant inventory. Due to the continuous growth of the fashion industry, it has become one of the most profitable industries in Indonesia.

2. RESEARCH METHODS

A descriptive qualitative model was used in the research design. The method used in this research is a qualitative descriptive research, also known as field research. According to Mantra and Sukidin, qualitative methods are procedures that produce descriptive data in the form of words or spoken statements from individuals and observable behaviors. Qualitative methods aim to uncover various unique aspects of individuals, groups, communities, and/or organizations in their daily lives, in a comprehensive, detailed, and in-depth manner, and can be enriched through scientific means.

To gain a better understanding of competitive strategy, the research process was divided into several stages:



Picture 1. Research Design.

This research uses a descriptive qualitative method because it allows for a deeper and more comprehensive understanding of the phenomena. Data was collected through two main techniques: literature review and in-depth interviews. The literature review was conducted to gather information about business licensing policies in Makassar and the fashion industry. In-depth interviews were conducted with fashion industry players in Makassar. The research location was in Makassar. Through the interviews, the researcher was able to build trust with the fashion industry players and obtain more in-depth information. This is important in research because industry players may feel more comfortable sharing their experiences with a researcher they trust. In this research, data was analyzed by reducing data, displaying data, and drawing conclusions.

3. RESULTS AND DISCUSSION

3.1 Research Results

a. Business Licensing Process

The business licensing process in Indonesia refers to the steps that individuals or businesses must take to obtain an official license to operate their business. This license is required to ensure that the business meets the standards and regulations that apply, as well as to protect the rights of consumers and the community. As stated by an informant:

"If you want to get a business license, you need to have a company establishment deed, a Taxpayer Identification Number (NPWP), a Business License (SIUP), an Industrial License (IUI), a Business Registration Number (NIB), and an Environmental Impact Assessment (Amdal) / Environmental Management (UKL)".

Furthermore, the informant also mentioned that:

"I spent months processing my business license, and I also had to pay a significant amount of money for various licenses and administrative fees".

The results of the interview above show that the business licensing process is still complex, time-consuming, and expensive.

b. Business Licensing Policy

Many aspects can influence the policy taken by the government, which is expected not to ignore the constitutional mandate, as stated in Article 33(1) and (3) of the 1945 Constitution. Article (1) emphasizes that the economy is established as a collective effort based on the principles of family solidarity. Then Article (3) emphasizes that the national economy is implemented based on democratic economics with principles of cooperation, efficiency, justice, sustainability, environmental awareness, independence, and balance between national economic development and unity. As stated by an informant:

"Applying for a business license online is no longer necessary to leave the house again"

The informant also mentioned that:

"Maybe we can reduce the requirements for a business license to make it easier for us to manage our business license".

The results of the interview above show that applying for a business license online helps because it is no longer necessary to leave the house again and suggests that the government reduce the requirements for a business license to make it easier.

c. Economic Impact

Business licensing allows the fashion industry to develop a more sustainable and environmentally-oriented business model. As such, the fashion industry can increase its environmental quality while still increasing its economic contribution. As stated by an informant:

"The fashion industry must increase its competitiveness so that it does not experience global economic uncertainty".

3.2 Discussion

Fast fashion is one of the rapidly growing industries in our current era. According to an analysis conducted by The Business Research Company, the global fast fashion market is expected to grow from USD 91.23 million in 2021 to USD 99.23 million. In 2022, the fast fashion market is expected to grow to USD 133.43 billion by 2026, with a combined annual growth rate of 7.7% (seven point seven percent). The increasing adoption of disposable diapers by young generations is contributing to the growth of fast fashion retailers. According to the United Nations' (UN) estimates on global poverty, in 2019, there were approximately 1.2 billion people living in poverty, and it is estimated that this number will increase to 7.9% (the proportion of poor people in the middle class) by 2019.

In Indonesia, in 2019, the fashion industry was recorded as one of the industries that experienced the largest growth in the first semester of 2019, with a percentage of 19.86% (nineteen point eight six percent) from a growth of 6.96% (six point nine six percent) in the first semester of 2018. The development of the fashion industry until 2019 was able to contribute to the creative economy, making it the second-largest contributor with a contribution of 18.01% (eighteen point zero one percent) or IDR 116 trillion, 19, and dominating 56% (fifty-six percent) of exports from the creative economy. The rapid development of the fashion industry has also led to the emergence of fast fashion in Indonesia. Fast fashion has become a global phenomenon, and its influence has reached many countries, including Indonesia. Many fast fashion brands have entered Indonesia, including Zara (Spain), H&M (Sweden), Uniqlo (Japan), and others. The number of fast fashion companies that have entered Indonesia is due to Indonesia's large market share. To date, many fast fashion companies have opened numerous stores in various locations in Indonesia, including: 1) H&M, which has 35 stores; 2) Zara, which has 13 stores; 3) Uniqlo, which has 46 stores. From this data, it can be seen that there is a high acceptance of fast fashion in Indonesia, as evident from the number of stores opened by fast fashion companies in Indonesia. Additionally, fast fashion is experiencing development both globally and in Indonesia (Kornelis, 2022).

a. Business Licensing Process

Business licenses, also known as business permits or legalities, are important documents that prove the identity of a business and confirm its legitimacy, allowing it to operate and be accepted by the community (Indrawati, 2021). Recognized by the law as a sign of a business's legitimacy, it is essential for cooperation with other parties. The validity of the business license facilitates the acquisition of rights and various forms of protection for small and medium-sized businesses, especially those in the production of bread and cakes. Business licenses are issued based on individual risk (Romadhon & Nawawi, 2022).

The business licensing process for micro, small, and medium enterprises (MSMEs) in the fashion sector has several important aspects to understand, particularly concerning the impact of regulations on business performance and growth. These regulations encompass not only administrative requirements but also how these policies can affect the overall business environment.

The business licensing process in Indonesia has undergone significant transformation, especially with the introduction of an electronic-based licensing system. This aims to simplify license management for business actors, thereby making it easier for them to obtain the necessary permits to operate. With this system in place, it is expected that the number of business operators applying for licenses will increase, which in turn facilitates

government oversight of business activities that do not harm the community and the environment (Ekawati & Sarikun, 2023).

Regulations that support MSMEs in the fashion sector can have significant positive impacts. First, ease in the licensing process can enhance MSME performance. Research indicates that formally registered MSMEs are generally more compliant with regulations and have better access to resources and markets (Mallett et al., 2018). This contributes to improved economic performance and competitiveness in the market (Hansen-Addy et al., 2023). Second, good regulations can promote sustainable business practices. With incentives to adopt environmentally friendly practices, MSMEs can enhance their brand image and attract consumers who are increasingly concerned about sustainability issues. This can also lead to reduced operational costs in the long run, as sustainable practices are often more efficient (García et al., 2022).

However, there are also negative impacts that need to be considered. Complicated and bureaucratic licensing processes can become a burden for MSMEs, especially those with limited resources. Research shows that high administrative burdens can hinder growth and innovation among MSMEs (Mallett et al., 2018; MBUGUA, 2016). Additionally, uncertainty in regulations can create an unstable environment for business actors. Sudden or inconsistent policy changes can make it difficult for MSMEs to plan their long-term strategies (Chijikwa & Mulenga, 2023). This can result in decreased investment and innovation in the fashion sector.

Overall, the business licensing process for MSMEs in the fashion sector has the potential to generate significant positive impacts, including improved market access, support for sustainable practices, and enhanced economic performance. However, challenges such as administrative burdens and regulatory uncertainty need to be addressed to ensure that these regulations genuinely support the growth and sustainability of MSMEs in the fashion sector. Therefore, it is important for the government to continue refining the licensing process and provide the necessary support for business actors.

b. Business Licensing Policy

In 2017, Regulation of the Minister of Home Affairs Number 138 Year 2017 was issued regarding the Implementation of Integrated One-Stop Services in Regions (hereinafter referred to as Permendagri Number 138), which requires regional governments to adjust their regulations according to the provisions. Regional governments are granted a mandate by the Central Government to provide public services through decentralization, including business licensing. The grant of wide autonomy to regions is aimed at accelerating the realization of community well-being through improved services, empowerment, and community participation, especially in licensing.

Licensing can become an instrument of policy for regional governments to control negative externalities that may arise from social and economic activities conducted by business actors. However, it is essential to note that as a control instrument, licensing also requires clear rationality and policy design as a guide. Without clear rationality and policy design, licensing will lose its meaning as an instrument for regulating the interests of business entities against individual actions by business actors (Batubara, S.A., Tanwin, M.S., Yosephine, 2021).

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Business licensing regulations have a significant impact on the fashion sector, especially concerning the development of micro, small, and medium enterprises (MSMEs) in Indonesia. Policies that support MSMEs, particularly in terms of licensing, can enhance the fashion sector's contribution to the national economy. MSMEs in the fashion sector play a crucial role not only in creating jobs but also in boosting Gross Domestic Product (GDP) through innovation and creativity (Ch et al., 2020).

One important aspect of licensing regulation is the ease of access for new business actors. Research shows that MSMEs that receive support in the form of training and funding tend to be better at adapting and innovating, which in turn improves their economic performance (Alfarizi, 2023). For example, adopting innovative business models and the circular economy can help fashion MSMEs not only survive but also thrive in a competitive market. Thus, regulations that simplify the licensing process and provide financial support are essential for promoting growth in this sector.

Additionally, sustainability is becoming an increasingly important issue in the fashion industry. Regulations that encourage environmentally friendly business practices can enhance the competitiveness of MSMEs in the global market (Zalfa & Novita, 2023). Research indicates that implementing circular economy principles within the fashion business not only reduces environmental impact but can also improve profitability and product appeal to consumers who are becoming more aware of sustainability issues (Zalfa & Novita, 2023). Therefore, policies that support the transition toward more sustainable business practices are critical within the context of licensing regulations.

However, challenges remain, particularly concerning the consistent and effective implementation of regulations. Many MSMEs face difficulties in understanding and meeting complex licensing requirements, which can hinder their growth (Ch et al., 2020). Therefore, it is essential for the government to provide clear information and improve accessibility in the licensing process to support business actors in the fashion sector.

Overall, business licensing regulations that support MSMEs in the fashion sector can yield positive economic impacts, both in terms of job creation, contributions to GDP, and promoting sustainable business practices. Appropriate policies can create an ecosystem that fosters innovation and growth, which is vital to facing the challenges of globalization today.

c. Economic Impact

Business license regulations that support micro, small, and medium enterprises (MSMEs) in the fashion sector have a significant impact on the economic growth and sustainability of this industry. Policies that simplify the licensing process and provide financial support can enhance the competitiveness of MSMEs, which are the backbone of the fashion industry in many countries, including Indonesia (Hurriyati, 2023). With government support, MSMEs can more easily access resources and markets, which in turn fosters innovation and creativity in design and production (Dicuonzo et al., 2020).

One of the positive impacts of supportive licensing regulations for MSMEs is the increased awareness of sustainable business practices. Research indicates that MSMEs that implement sustainable production policies can reduce their environmental impact and raise consumer awareness regarding sustainability issues (Dicuonzo et al., 2020). For instance, by choosing suppliers committed to environmentally friendly production practices, MSMEs can contribute to pollution reduction and more efficient resource utilization. Additionally, regulations that encourage the application of circular economy principles can help MSMEs manage waste and maximize the use of raw materials (Mizrachi & Tal, 2022).

From a business performance perspective, regulations that support MSMEs can also enhance their financial performance. Research shows that the implementation of effective entrepreneurial marketing is positively related to the business performance of MSMEs in the fashion sector. With appropriate training and support, MSMEs can develop more effective marketing strategies, which can subsequently increase sales and profitability (Shiratina et al., 2023).

However, challenges remain in the implementation of these regulations. Many MSMEs still face difficulties in understanding and meeting the complex licensing requirements, which can hinder their growth (Hurriyati, 2023). Therefore, it is essential for the government to provide clear information and better accessibility in the licensing process to support business operators in the fashion sector.

Business license regulations that support MSMEs in the fashion sector can have a positive economic impact, including job creation, contributions to GDP, and the promotion of sustainable business practices. Appropriate policies can create an ecosystem that fosters innovation and growth, which is crucial for addressing challenges in today's globalization era.

Business licensing has significant economic impacts, both positive and negative. The positive impacts include:

Positive Impacts

1) Increased Access to Markets and Resources

Regulations that facilitate the licensing process allow MSMEs (Micro, Small, and Medium Enterprises) to obtain business permits more quickly, thereby increasing their access to markets and resources. This is particularly important for MSMEs in the fashion sector, which often face challenges related to capital and access to raw materials (Nggada, 2023). With regulatory support, MSMEs can take advantage of broader market opportunities, including through digital platforms (Primadona, 2022).

2) Support for Sustainable Practices

Regulations that encourage sustainable business practices can help MSMEs adopt environmentally friendly production methods. This not only enhances their brand image in the eyes of consumers who are increasingly aware of sustainability issues but can also reduce operational costs in the long run (Ostermann et al., 2021). For instance, the implementation of circular economy principles in fashion production can reduce waste and increase efficiency (Ostermann et al., 2021).

3) Improvement in Economic Performance

With supportive regulations, MSMEs in the fashion sector can improve their economic performance. Research shows that entrepreneurial orientation and good market conditions positively contribute to the performance of MSMEs (Elvina, 2020). Regulations that provide incentives or financial support can also encourage innovation and the development of new products, which are crucial for competitive advantage in the market (Hurriyati, 2023).

Negative Impacts

1) Administrative Burdens

Although regulations aim to support MSMEs, the often complex and cumbersome licensing processes can impose a heavy administrative burden on business operators. This can hinder growth and innovation, especially for MSMEs with limited resources to handle complicated administrative processes (Nggada, 2023; Primadona, 2022).

2) Regulatory Uncertainty

Uncertainty in regulations can create an unstable environment for MSMEs. Sudden or inconsistent policy changes can complicate business operators' efforts to plan their long-term strategies (Abidin & Daniawan, 2021). This can lead to decreased investment and innovation in the fashion sector.

3) Limited Access to Financing

Despite existing supportive regulations, many MSMEs still face difficulties in accessing the necessary financing for growth. This is often due to a lack of collateral or adequate credit history, which can prevent them from obtaining loans from financial institutions (Emiliani et al., 2021).

Overall, business license regulations that support MSMEs in the fashion sector have the potential to generate significant positive impacts, including increased access to markets, support for sustainable practices, and improved economic performance. However, challenges such as administrative burdens, regulatory uncertainty, and limited access to financing must be addressed to ensure that these regulations genuinely support the growth and sustainability of MSMEs in the fashion sector. Therefore, collaborative efforts between the government, non-governmental organizations, and business operators are essential to create a more supportive ecosystem for MSMEs in this sector.

4. CONCLUSIONS AND SUGGESTION

The business licensing policy in Indonesia has a complex impact on the fashion industry. On the one hand, this policy can help increase economic competitiveness. The business licensing policy has a complex impact on the fashion industry. It is necessary to have an ideal licensing policy that maximizes positive impacts and minimizes negative impacts. Other efforts are needed to increase the competitiveness of the fashion industry. Collaboration and support from all parties are crucial to achieving the potential of Indonesia's fashion industry.

Based on the results of this research, the suggestions that can be given are : 1) Simplifying and speeding up the business licensing process, and 2) Setting affordable business licensing fees, especially for small and medium-sized enterprises (SMEs).

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