

**THE STRATEGY OF INDONESIAN  
GOVERNMENT TOWARDS MUSLIM  
FASHION BUSINESS GROUPS IN  
INDONESIA TO ENTER THE  
INTERNATIONAL MARKET**

**UNDERGRADUATE THESIS**



**Written by:  
Yodya Rana Anggita  
20180510024**

**INTERNATIONAL PROGRAM OF  
INTERNATIONAL RELATIONS  
FACULTY OF SOCIAL AND POLITICAL  
SCIENCE  
MUHAMMADIYAH UNIVERSITY OF  
YOGYAKARTA**

**2021/2022**

**TITLE PAGE**

**THE STRATEGY OF INDONESIAN  
GOVERNMENT TOWARDS MUSLIM  
FASHION BUSINESS GROUPS IN  
INDONESIA TO ENTER THE  
INTERNATIONAL MARKET**

**UNDERGRADUATE THESIS**



**Written by:**

**Yodya Rana Anggita**

**20180510024**

**Undergraduate Thesis Supervisor:**

**Dian Azmawati, S.IP., M.A**

**INTERNATIONAL PROGRAM OF  
INTERNATIONAL RELATIONS  
FACULTY OF SOCIAL AND POLITICAL  
SCIENCE  
MUHAMMADIYAH UNIVERSITY OF  
YOGYAKARTA**

**2021/202**

## STATEMENT OF ORIGINALITY

I certified this undergraduate thesis which entitled "The Strategy of Indonesian Government Towards Muslim Fashion Business Groups in Indonesia to Enter the International Market" is my personal work and never been submitted to any degree or other proposes in Universitas Muhammadiyah Yogyakarta.

This undergraduate thesis contains the data, information, facts from other sources that are attached to very data, information, and facts that I cited in this undergraduate thesis. I am fully responsible for the contents of any other websites that I link to.

This Statement of Originality was written with sincerity on my part. If the substance of this statement turns out to be incorrect in the future. As a result, based on the norms and regulations in place at Universitas Muhammadiyah Yogyakarta, I shall accept responsibility through academic censure.

Yogyakarta, January 14<sup>th</sup> 2022

Author



Yoyya Rana Anggita

## QUOTATION

*“..and it may be that you dislike a thing that is good for you and that you like a thing that is bad for you. God knows but you do not know.”*

## ACKNOWLEDGEMENT

Praise and gratitude to Allah SWT, who has bestowed His gifts and graces, and the writer does not forget to send greetings to the Prophet Muhammad SAW, who has brought people from a life full of darkness to a life of enlightenment through Islam. Alhamdulillah, only by the Blessings from Allah SWT for all the struggles, that make I am able to finished my undergraduate thesis entitled “The Strategy of Indonesian Government Towards Muslim Fashion Business Groups in Indonesia to Enter the International Market.” The author conveys the completion of the thesis as one of the final requirements to obtain a Bachelor's degree in Political Science at the International Relations Study Program, Universitas of Muhammadiyah Yogyakarta. The writer hopes that this thesis can be helpful for the readers. This thesis would not have been done without the support of various parties; therefore I would like to express my gratitude to Mrs. Dian Azmawati, S.IP., MA. as my thesis supervisor who is always patient in guiding, giving advice and instructions so that I can finish on time and target. I also express my gratitude to the examiner of my proposal and thesis, Prof. Dr. Tulus Warsito, M.Si, Mr. Dr. Sidik Jatmika, M.Si, Prof. Dr. Bambang Cipto, MA and Mr. Ali Muhammad, S.IP., MA, Ph.D. for all the suggestions and inputs that have been given in improving the writing quality of this thesis. Finally, the thesis prepared by the author is still far from perfect. Therefore, the author accepts suggestions and constructive criticism so that this paper can be helpful for all of us.

Yogyakarta, January 17<sup>th</sup>, 2022



Yodya Rana Anggita

## **EXTENDED GRATITUDE**

Through this page I would like to extend my deepest gratitude for those who have helped and accompanied me in my college years. I would like to thank:

1. My beloved parents for the endless support and prayers for me so that the writer can finish this thesis well. Thank you for everything. This is for you, guys;
2. Wafi dan Naya – my siblings who always support and entertain me;
3. Mahsa kaulika, Ni Made Ray Rika, Tania Dwi Yunita Pontoh, Fadhillah Amalia Kalauw, Maharani Alifah, Rafidhia Putri, dan Ananda Dwi Annisa –#MasyaAllah Tabarakallah besties and also Atiya Nahda and Asshifa Maghfirani my best friends during college years who always kind and always be there in good and bad times. Thank you for keeping my sanity while sailing in the same boat;
4. Ghina Aulia, Fitri Lestari, Dinda Miftah, Anugerah Akbar, Aditya Rizki, Andi Irham, Yafi Zhafran dan Hanif Imaduddin – my UNO besties who always kind and sincerely entertains the author. Thank you for maintaining my sanity while in my college years;
5. Nadhifa Aqila, Hania Dewanto, Carissa Ramadhani, Rania Maricaar, Shita Yuria, dan Fahira Nesya –my long distance besties who constantly pays attention to my stories and always backs me up;
6. Mrs. Riani – General Secretary of the Ministry of Trade Republic Indonesia, I want to express my highest gratitude for allowing me to do an interview and for patiently answering all of my questions;
7. To all lecturers of International Relations Department Universitas Muhammadiyah University Yogyakarta for

all the knowledge and dedication that has been given to me.

8. IPIREL batch 2018 friends – Thank you for the wonderful years;
9. You – Thank you for existing. I will cherish you forever;
10. Me, myself and I – Thank you for surviving this far. I am proud of you.

## TABLE OF CONTENTS

<b>TITLE PAGE .....</b>	<b>ii</b>
<b>ENDORSEMENT PAGE .....</b>	<b>iii</b>
<b>STATEMENT OF ORIGINALITY .....</b>	<b>Error! Bookmark not defined.</b>
<b>QUOTATION.....</b>	<b>v</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vi</b>
<b>EXTENDED GRATITUDE.....</b>	<b>vii</b>
<b>ABSTRACT .....</b>	<b>viii</b>
<b>TABLE OF CONTENTS.....</b>	<b>ix</b>
<b>LIST OF PICTURES .....</b>	<b>xi</b>
<b>LIST OF TABELS .....</b>	<b>xii</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
A. Background .....	1
B. Research Question .....	7
C. Theoretical Framework .....	7
The New Public Diplomacy.....	7
D. Hypothesis .....	10
E. Research Methodology .....	11
a. Types of Research and Types of Data.....	11
b. Data Collection Techniques .....	11
F. Research Scope .....	11
G. Writing Systematic.....	12



<b>CHAPTER II .....</b>	<b>13</b>
<b>Indonesian Muslim Fashion Strategy to International Market.....</b>	<b>13</b>
A.    International Muslim Fashion Market.....	13
B.    International Fashion Brands that Produce Muslim Clothing Products.....	14
C.    Factors that Supporting the Development of Muslim fashion.....	35
D.    The Development of Indonesian Muslim Fashion in the International Market.....	39
E.    Indonesian Muslim fashion brands that Have Successfully Entered the International Market.....	42
F.    The Obstacle that Experienced by Indonesian Muslim Fashion Industry to Enter the International Market.....	48
G.    The Strategy of Indonesian Government towards Muslim Fashion Business Groups' in Indonesia to Enter the International Market .....	50
<b>CHAPTER III.....</b>	<b>65</b>
<b>CONCLUSION.....</b>	<b>65</b>
<b>References .....</b>	<b>69</b>

## LIST OF PICTURES

Picture 2.1 Indonesian Muslim Fashion on London Modest Fashion .....	51
Picture 2.2 Indonesian Muslim Fashion in Turkey Fashion Week .....	52
Picture 2.3 Indonesian Muslim Designer, Dian Pelangi on New York Fashion Week 2019.....	52
Picture 2.4 Indonesian muslim designer, Jeny Tjahyawati on Miami Modest Fashion Week .....	53
Picture 2.5 Indonesian muslim designer, Dian Pelangi on London Fashion Week .....	53
Picture 2.6 Indonesian muslim designer, Ria Miranda on London Fashion Week .....	54
Picture 2.7 Indonesian muslim designer, Jenahara on London Fashion Week.....	55
Picture 2.8 Indonesian Trade Minister awards the winners of Good Design Award 2021 .....	56
Picture 2.9 The winner of the Good Design Award competition is prepared to participate G-Mark Japan.....	56
Picture 2.10 Form of Export Coaching Program 2021 .....	57
Picture 2.11 Export Market Access Support Services .....	58
Picture 2.12 Muslim Fashion Festival .....	59

Picture 2.13 Jakarta Muslim Fashion Week.....	60
Picture 2.14 The website of HijUP.....	61
Picture 2.15 Table of Developments in Indonesia's Economic Agreements with Other Countries.....	64

## **LIST OF TABLES**

Picture 2.1 World Export of Muslim Clothing by Product as of August 2021 .....	16
Picture 2.2 List of exporters' data for Muslim clothing as of August 2021 .....	32
Picture 2.3 Indonesian Export of Muslim Clothing by country of destination by 2016 to September 2021.....	44