

# SAFANA (Sharia Fashion Navigator): Muslim Fashion Marketplace as a Catalyst of the Indonesian Economy through Penta Helix Method

Abdullah Haidar<sup>1\*</sup>, Putri Oktavia Rusadi<sup>2</sup>

<sup>1</sup>Tazkia University College of Islamic Economic, Bogor, 16810 Indonesia

<sup>2</sup>Gunadarma University, Depok, 16451 Indonesia

\*Corresponding author(s). E-mail(s): [abdullahhaidar027@gmail.com](mailto:abdullahhaidar027@gmail.com)

Contributing authors: [putrioktav0610@gmail.com](mailto:putrioktav0610@gmail.com)

## Abstract

*Reviewing the number of Muslim population in Indonesia which ranks first in the world and the current trend of halal lifestyle has become a paradigm for the Muslim community. In fact, halal lifestyle is one of the sub-sectors of the creative economy, where the fashion industry contributes to the growth of Indonesia's second-ranked Gross Domestic Product (GDP). Based on Focus Economy Outlook 2020 data, the creative economy contributed IDR 1,100 trillion to Indonesia's Gross Domestic Product (GDP) throughout 2020. The availability of halal lifestyle products has the potential to accelerate the growth of Muslim fashion by utilizing the potential of MSMEs in the textile sector such as convection, manufacturers fabrics, tailors, and designers through room discussion projects to produce products that are able to compete competitively in national and international markets. Based on this potential, digital innovation and creativity are needed to accelerate the growth of the creative economy. Therefore, SAFANA was designed and initiated as a marketplace platform in Indonesia to collect domestically produced Muslim fashion products to meet consumer needs for Muslim fashion products and become a catalyst for creative economic growth. The purpose of this research is to offer a marketplace-based platform that functions as a Muslim fashion navigator to accelerate the Indonesian economy through the utilization of the potential of local MSMEs, designers, communities related to Muslim fashion and various Muslim fashion brands that have become markets in the national and international arena. The use of the pentahelix method is a reference for the development of the SAFANA application to create synergies from several parties, namely ABCGM which includes A (Academic), B (Business), C (Community), G (Government) and M (Media). The opportunity from SAFANA is that the government through the Ministry of Industry is expanding the Muslim fashion export market. The methodology of this paper is a qualitative method using secondary data. The data collection technique in this study is to use a critical literature review. The data analysis technique used consisted of collection, reduction, presentation, conclusion drawing and verification. It is hoped that the presence of SAFANA will be able to increase the competitiveness of Indonesian Muslim fashion products in the national and international arena as a catalyst for the Indonesian economy.*

**Keywords:** Muslim Fashion, MSMEs, Creative Economy, Pentahelix, Marketplace.

## Introduction

The development of a country fashion industry reflects the development of people lives, both in terms of ethnic structure and within the scope of a cultured and religious country (Nuraini, 2015). Indonesia is a country with the largest Muslim population in the world with 209.1 million people or 13.3% of all Muslims in the world (PEW Research Center, 2017). The large number of Muslim population in Indonesia has a very significant influence on the development of Muslim fashion over the last few decades, even the Indonesia Islamic Fashion Consortium (IIFC) targets Indonesia to be the mecca of world Muslim fashion in 2020 (Nuraini, 2015). The realization of this is very possible considering the Muslim fashion industry in Indonesia has experienced significant development since the 1990s, also supported by the fact that Indonesia is currently ranked 2nd in the Top 10 Global Islamic Economy (GIE) Indicator (Thomson Reuters, 2018) .

Reflecting on data from the Ministry of Industry, the export value of Indonesian fashion products in 2019 reached USD 11.78 billion, and increased in the January-July 2020 period to USD 8.47 billion. Indonesia is also ranked 3rd from member countries of the Organization of the Islamic Conference (OIC) as an exporter of Muslim fashion with a value of USD 7.18 billion, after Bangladesh worth USD 22 billion and Turkey worth USD 14 billion. (2016). Thus, Muslim fashion is seen as one of the sectors that is quite potential in improving the Indonesian economy. Technology that is growing rapidly has a very significant impact on various aspects of life. Technological developments and marketing are interrelated with each other (Ryan & Jones, 2009). Technological developments can facilitate the buying and selling process, especially since the advent of the internet era. The internet is a computer network that is intentionally connected and operates based on mutually agreed protocols (Communication, 2015).

According to data from the Ministry of Communication and Information of the Republic of Indonesia, internet users in the world in 2018 reached 3.6 billion people. This wide-open communication without boundaries is slowly changing the pattern of people lives. This change resulted in a shift in behavior from offline to online. In the past, the buying and selling process only occurred on offline media, but now buying and selling activities can be done online. The existence of the internet in the world makes humans able to communicate with each other without the boundaries of distance, space and time. The internet makes it easier for consumers to reach buying and selling transactions remotely.

The emergence of the internet is not only used as a means to communicate with each other. However, it is also used as a place for business. This also has a positive influence on the Muslim fashion industry. According to Sofjan Wanandi, advisor to Indonesia Fashion Week (IFW), the potential for fashion in Indonesia is extraordinary. This can be seen from the data which states that fashion accounts for 40% of the entire creative economy in Indonesia (Kemenperin, 2015). However, the Muslim fashion industry has also experienced several obstacles that have made Indonesia unable to hold the title as the mecca of world Muslim fashion. The obstacles faced by Muslim fashion in Indonesia can be overcome by optimizing the role of the SAFANA application in gathering all local Muslim brands that are integrated

with the role of MSMEs and supported by collaboration from several related parties, namely pentahelix.

## Literature Review

### *Fashion Muslim*

In terms of etymology, fashion comes from the Latin "faction", which means "to do". Then developed and absorbed into English into "fashion" which is simply defined as a style of clothing that is popular in a culture. Muslim fashion or Muslim wear is a type of fashion product that is specifically made based on Islamic law/rules, which among others are not transparent, do not show body curves, are covered except for the face and palms, do not hang long so they can be stepped on, do not have animal, human or animal motifs. the form of stylization / stylization of the two forms, to the provision that women's clothing does not resemble men's clothing and vice versa (Ministry of Tourism and Creative Economy RI, 2014).

The study of fashion is not only limited to clothing, but also its substance in social action. As for this, Islam has regulated the dress code for Muslims as stated in the QS. Al-A'raf [7] : 26

يَا بَنِي آدَمَ قَدْ أَنْزَلْنَا عَلَيْكُمْ لِبَاسًا يُؤَارِي سَوَاتِكُمْ وَرِيشًا وَلِبَاسُ التَّقْوَىٰ  
ذَلِكَ خَيْرٌ ذَلِكَ مِنْ آيَاتِ اللَّهِ لَعَلَّهُمْ يَذَّكَّرُونَ

Meaning: "O children and grandchildren of Adam! Indeed, We have provided clothes to cover your nakedness and for adornment for you. But the clothing of piety, that is better. These are some of the signs of Allah's power, hopefully they will remember."

### *The Development of Muslim Fashion in Indonesia*

Almost three decades ago, the Muslim fashion industry in the world began to develop and diversify along with the increasing need for religious adherents, including Islam, to dress according to the rules that apply in their religion (Lewis, 2011). In 2010, Muslim fashion designers began to emerge, which is also supported by the growing community that concentrates on the Muslim fashion industry. In the same year, Indonesia held the first Indonesia Islamic Fashion Fair (IIFF) which was initiated by the Indonesia Islamic Fashion Consortium (IIFC). Then the Muslim Fashion Festival (MuFFest) was also organized by the Indonesia Fashion Chamber (IFC) in 2015 (BAPPENAS, 2019). In December 2018, Indonesia hosted an international-scale modest show, namely the Modest Fashion Summit which was held for the first time in the world (CNN Indonesia, 2018).

According to the 2014-2016 Creative Economy GDP Report, the fashion industry is currently a sub-sector of the creative economy sector, which contributes 7.44% to the Indonesian economy with an average growth rate of 3.63%. In addition to its contribution to

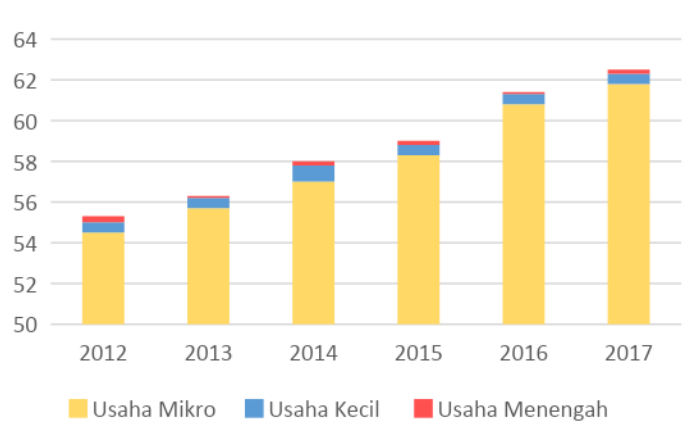
GDP, the fashion sector ranks 4th as part of a labor-intensive industry that plays a role in employment and increasing economic output.

In the case of Muslim fashion, the Ministry of Industry stated that the export value of Indonesia's Muslim fashion industry is currently projected to reach USD 7.18 billion, being in the third largest position in the world after Bangladesh (USD 22 billion) and Turkey (USD 14 billion) with a market share of 1.6%. The prestige value of the Indonesian Muslim fashion sector is also evidenced by the position of Indonesia which is ranked 2nd in the Top 10 Global Islamic Economic (GIE) Indicators in the field of Muslim fashion and ranked 3rd as the country with the highest expenditure of Muslim apparel, which is around 7.4% of global expenditures. With the various achievements that have been achieved, the Indonesian government, through the Coordinating Ministry for Economic Affairs, supports the Islamic Fashion Consortium (IIFC) plan which targets the Muslim fashion industry to become the world's Muslim fashion mecca by 2030.

### *Micro, Small and Medium Enterprises (MSMEs)*

The diversification of MSMEs according to Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises can be seen from the net worth and total annual sales of productive businesses owned by individuals and/or business entities that are not subsidiaries of a larger business. Micro-enterprises have a maximum net worth of IDR 50 million. With a maximum annual sales of IDR 300 million. Small businesses are businesses that have a net worth of between IDR 50 million – 500 million with sales in one year reaching IDR 300 million to IDR 2.5 billion. Meanwhile, medium-sized businesses have a net worth of IDR 500 million - 10 billion with annual sales reaching IDR 50 billion.

### **Development of Micro, Small and Medium Enterprises (MSMEs)**

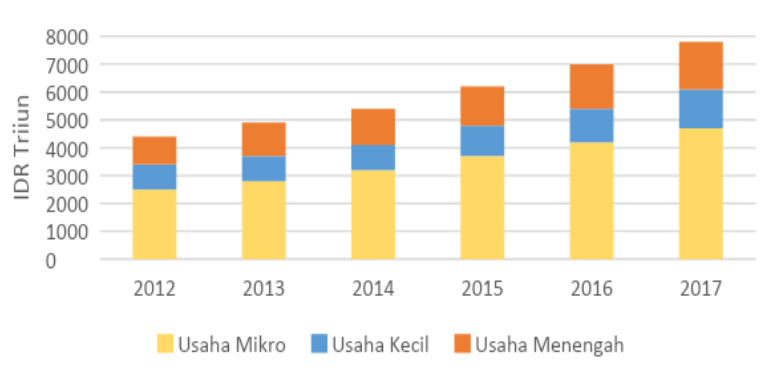


**Figure 1** MSMEs in Indonesia

(Source: Ministry of Cooperatives and SMEs 2012-2017)

The development of the number of MSMEs in Indonesia during the 2012-2017 period reached 13.98%. The number of MSMEs has even reached 62,922,617 units, much larger than large businesses which only amounted to 5,460 units. This number is dominated by micro-enterprises as many as 62 million, which is represented by 98.7%, with small and medium enterprises amounting to 815,000 units or only around 1.3%.

### Contribution of MSME's to Indonesia's GDP



**Figure 2** Diagram of the Contribution of MSMEs to Indonesia's GDP

(Source: Ministry of Cooperatives and SMEs 2012-2017)

The Ministry of Cooperatives and SMEs noted that the contribution of MSMEs to Indonesia's GDP also experienced continuous escalation from year to year. Even in 2017, MSMEs contributed Rp 7,704,635.9 billion, which if calculated, their contribution to GDP reached 60% of the total business. Micro, Small and Medium Enterprises (MSMEs) have an important role in reducing poverty and assisting in the absorption of labor (Gusadi, 2015). MSMEs are the door of access for Indonesia to reduce unemployment, because this economic sector is able to absorb a workforce of 116,673,416 people or 97.02% of all business sectors in Indonesia.

### *Creative Economy Development in Indonesia*

The creative economy is the fourth wave of economic development stages after the agricultural, industrial, and information economy, which will become an important economic sector in the future because it is based on the creativity of creative people which is a renewable resource. The creative economy is the creation of added value based on ideas born from the creativity of human resources (creative people) and based on the use of knowledge, including cultural heritage and technology (Ministry of Tourism and Creative Economy RI, 2014). The classification of creative economy products is broken down into 16 sectors according to Presidential Regulation Number 72 of 2015 including Architecture, Interior Design, Visual Communication Design, Product Design, Film, Animation and Video, Photography, Crafts, Culinary, Music, Fashion, Applications and Games Developer, Publishing, Advertising, Television and Radio, Performing Arts, and Fine Arts. Based on 2018 World Conference Creative Economy data, the creative industry sector in Indonesia has contributed to a gross

domestic product of 852 trillion Rupiah, equivalent to 7.3% of Indonesia's total GDP for the last 3 years.

In addition, the creative industry sector in Indonesia has contributed exports worth USD 19.4 billion or 12.88% of Indonesia's total exports. The creative industry sector also contributes in providing employment for 15.9 million people or equivalent to 13.9% of the total employment in Indonesia. The growth of the creative industry in Indonesia is also supported by the demographic bonus in Indonesia. Where the population of productive age (15-64 years) is predicted to reach 64% of the total projected population of 297 million in 2030-2040 (Affandi, 2017).

### **Marketplace**

Marketplace is an internet-based online media (web-based) where business activities and transactions are carried out between buyers and sellers. Buyers can find as many suppliers as possible with the desired criteria, so that they get according to market prices. Meanwhile, suppliers/sellers can find out which companies need their products/services (Opiida, 2014). In this case, SAFANA is present as a platform that brings together market demand (demand) for the needs of Muslim fashion. The discussion room provided by SAFANA for MSMEs and brand owners engaged in fashion is an added value in addition to the function of the SAFANA application as a marketplace.

### **Method, Data and Analysis**

This study used qualitative research methods. Qualitative descriptive research method is a method used by researchers to find knowledge or theory of research at a certain time (Mukhtar, 2013). The method of writing qualitatively describes three things, first describes the work scheme of the SAFANA Application in an effort to encourage the Indonesian economy through the Muslim fashion sector, the second discusses the SWOT analysis of the SAFANA Application, and third is the application of the pentahelix method in optimizing the function of SAFANA. A qualitative approach is an approach that produces descriptive data that aims to provide a systematic description, situation, system, or innovation (Neolaka, 2016).

Various sources of data used in this scientific paper are secondary data collected by the literature review method, where literature is from secondary data sources related to topics such as research journals, scientific articles, research reports, theses and survey results conducted by government and private institutions that are discussed are identified, evaluated in relation to the topics discussed, and documented in a written paper. This method is used to collect empirical findings by other researchers who may be referred to.

The analysis process carried out on the collected data is described in the discussion chapter. The synthesis was carried out using a cross-study between the collected data and the relevant concepts. Then the main points are taken and processed into several conclusions which are strengthened by several suggestions. The data collected in the study were analyzed through four activities which include data collection, data reduction, data display, conclusion drawing and verification (Miles, 1992).

### Penta Helix Method

The penta helix collaboration or can be called the pentahelix method is a collaborative activity between lines consisting of 5 ABCGM components which include; Academics (Academics), Business (Business), Community (Community), Government (Government), Media (Media) to develop the creative industry which in this case is the fashion industry (Slamet et al, 2017).

**Table 1** Previous Research

Authors	Research Title	Result
Fransisca Sheilla Xavera, 2015	Analysis of Factors Causing the Survival of a Premium Local Fashion Brand in Indonesia	Analysis of factors for the survival of premium local brands in Indonesia and optimization efforts of LocalBrand.co.id.
Difference: Research conducted by Fransisca Sheilla in 2015 discusses the factors for the survival of Premium Brands in the Indonesian market through Start-up LocalBrand.co.id. Meanwhile, the author will discuss Optimizing Premium Brands and Empowering Textile MSMEs through the start-up SAFANA.		

Authors	Research Title	Result
Sri Wahyu Lelly Hana Setyanti, 2018	The Role of Quadruple Helix to Improve Creativity and Innovation Performance of Indonesia's Creative Industries	Efforts to increase Creativity and Economic Performance through various sectors.
Difference: Research conducted by Sri Wahyu Lelly in 2018 discusses efforts to develop the creative economy through several sectors. While the author focuses on the development of the creative economy through the Muslim fashion sector.		

Authors	Research Title	Result
Mulyana dan Sutapa, 2015	The Role of Quadruple Helix in Improving Creativity and Innovation Capability (Study on the Creative Industries of the Fashion Sector)	Optimizing the potential of the fashion industry through the Quadruple Helix approach.



Difference: Research conducted by Mulyana and Sutapa in 2015 discusses optimizing the fashion industry through the Quadruple Helix approach. Meanwhile, the author will discuss optimizing the potential of the Indonesian Muslim fashion industry through the Pentahelix method.

## Result and Discussion

*SAFANA Work Scheme in Efforts to Advance the Indonesian Economy through the Muslim Fashion Sector.*



**Figure 3** SAFANA Application's Logo and Interface Appearance

From the community side, SAFANA is present as an application that provides easy access to information related to Muslim fashion products, product ordering services, and payments. This application is also a digital platform that unites all domestically produced Muslim fashion products. In terms of local Muslim fashion brands, SAFANA is a medium that seeks to increase the selling power of its products by optimizing the promotion function. From the side of MSMEs and designers, SAFANA is a medium that bridges each MSME engaged in the fashion sector to collaborate through the Room Discussion Project feature. This is in line with the Quick Wins program in the Islamic Economics Masterplan 2019-2024 which was designed by the government to carry out a business matching forum, where meetings in this Room Discussion Project are B2B (business to business). This business matching forum is considered capable of expanding networking both in time and cost so that it is more efficient (BAPPENAS, 2019). In addition, the existence of domestic Muslim fashion

FICCOMSS



products produced by MSMEs can be increased through the trickle down effect owned by SAFANA, where the presence of Muslim fashion brands that have played in the international market is projected to encourage global consumers to look at local products. The general work scheme of the SAFANA Application is described in Figure 4.

Specifically, this platform's work system contains 5 stages of the process.

1. Registration Process (*Sign Up/Log in*)

At the registration stage, each party who needs this application needs to register according to their needs. Registration options can be in the form of login with email/phone number or register. In the log in option, customers and producers only need email/phone number and password data by clicking on the login icon. Meanwhile, in the register option, both the customer and the producer must fill in the required data. If the selected option is as a customer, then the data required is in the form of name, email address, and phone number. If the option is selected as a producer (local fashion brands, textile SMEs, convection, tailors, and designers) then the data required is in the form of name, email address or website, telephone number, and company data (company profile). All data that has been successfully registered will be confirmed via the user's email or phone number. The data will be contained in a member database controlled by the system.

2. Product Input Process

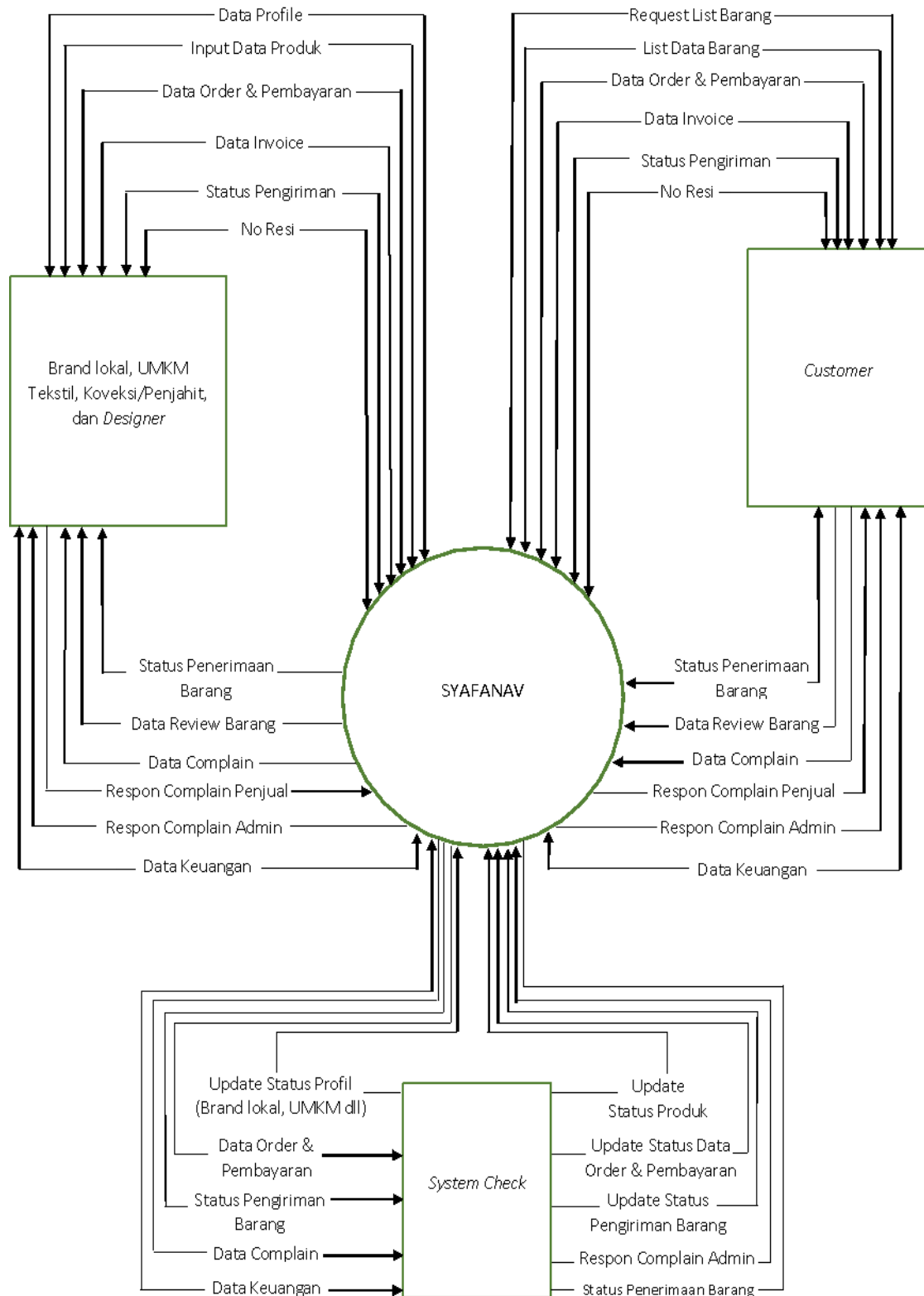
After the registration process is successful, the next step is to input product data. This process is specifically intended for producers (local fashion brands, textile SMEs, convection, tailors, and designers). The data needed in this process is related to products and their specifications, prices, and available product quantities. After the product input process is complete, the data will be stored in the product database and controlled by the system and updated into a product report. Products that are successfully input will be displayed on the user interface.

3. *Project Discussion Process*

*Project Discussion* is a stage that is also intended for the producer. Each party such as local fashion brands, textile SMEs, convection, tailors and designers collaborate to work on joint projects according to their capacity and output. This feature is an additional feature that facilitates the parties concerned to be able to collaborate to produce quality output without being hampered by access to the availability of raw materials and experts. Projects whose work has been determined will be confirmed to be included in the project database and will be updated into project reports by the system. Projects that have produced products will be re-entered to be updated into the product database and will be updated into a product report by the system.

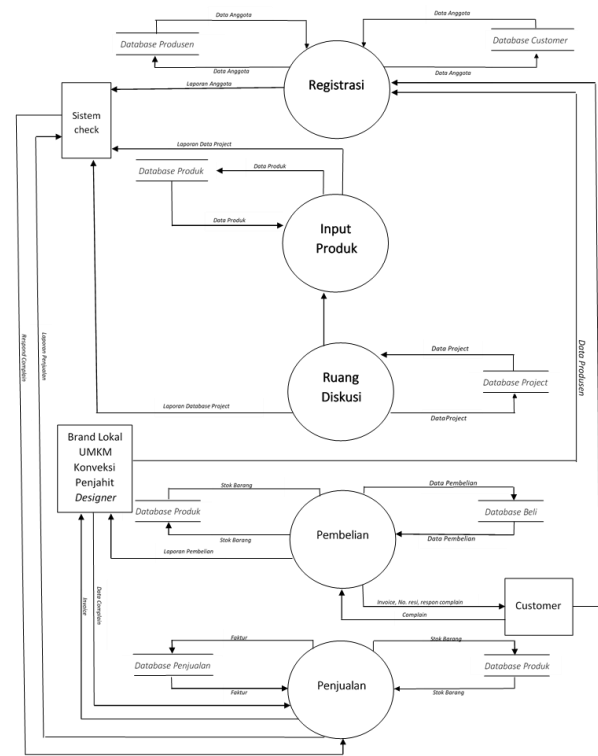
4. Buy and Sell Transaction Process

At this stage, product transactions can only be carried out by customers who have registered validly. A customer only has one shopping cart access.



**Figure 4** SAFANA Application Context Diagram

After the customer confirms the product to be purchased on the shopping cart, the customer can validate the shopping cart for further processing and send the nominal money. Customers and sales will receive an invoice containing details of the order along with the account listed automatically through the system. Purchase data will be automatically entered in the purchase database when the customer has successfully validated the transaction. The system first checks the account whether the transfer has been successfully carried out by the customer. After the transfer is successful, the shopping cart status will change to delivery confirmation, if the transfer has not been made after 2x24 hours, the purchase data will be deleted from the shopping cart and purchase database. After a successful transfer, the seller will be notified in the SAFANA application that the payment by the customer has been received and the seller can send the goods to the customer. After the goods are shipped, the seller can confirm it and the customer will receive a receipt number. Next, the system will transfer the customer's money to the seller. Confirmation of delivery of goods by the seller a maximum of 2x24. If the seller does not confirm the delivery of goods over 2x24 hours, then the transaction is declared failed and the purchase data will be deleted from the shopping cart and purchase database automatically by the system. The customer will confirm receipt of the goods when the goods arrive and the purchase transaction is declared successful in the purchase database. Customers who do not confirm receipt above 4x24 hours, the transaction will be declared successful in the purchase and sale database. Every successful sale and purchase transaction, the data will be inputted in the form of a sales report to the system. if the customer or seller as a SAFANA user submits a complaint against the obstacles encountered in the transaction, the system will automatically respond.



**Figure 5** Data Flow Diagram Level 0 SAFANA Application

### *SWOT Analysis on SAFANA Application*

The SWOT analysis on the SAFANA application design is explained in the Table 2.

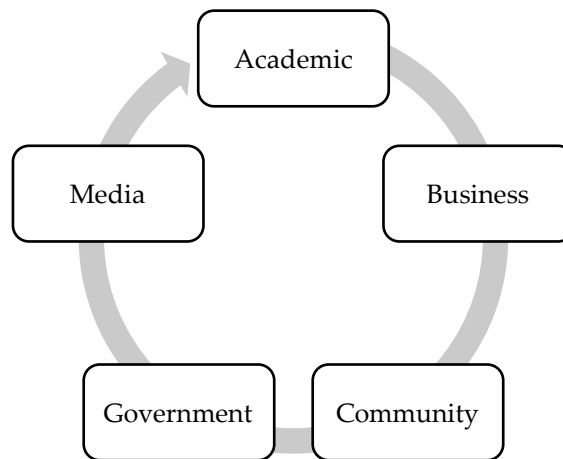
**Table 2.** *SAFANA Application SWOT Analysis*

Strength	Weakness
Marketplaces that specifically provide for the need for Muslim fashion, which at the same time become a platform that connects designers and the fashion industry, do not yet exist, so the presence of the SAFANA Application can be used as a way to improve the Indonesian economy through the Muslim fashion sector.	The complexity of the concept in the SAFANA Application has consequences for the costs involved. This is due to the need for qualified Human Resources in the field of start-up formation so that the costs incurred are not small.
Opportunity	Threat
The government through the Creative Economy Agency, the Ministry of Industry, and the Ministry of Communication and Informatics is intensifying the development of Muslim fashion in Indonesia, which is marked by a plan to utilize industrial technology 4.0 through a digital platform that is able to integrate contributing parties in the Muslim fashion sector.	The emergence of another start-up

Source: compiled by author (2022)

### *Application of the Penta Helix Method in Optimizing the Function of the SAFANA*

In general, the application of Penta Helix Method in optimizing the function of SAFANA can be seen in Figure 6.



**Figure 6** Penta Helix Method Diagram

Academic or the academic section is one of the important sectors in supporting the development of Muslim fashion in Indonesia. The intended academics are higher education institutions and fashion schools that have a big role in developing Muslim fashion. The contribution of academics can be described in three forms of roles,

1) The role of education is aimed at encouraging the birth of designers who are more creative, innovative, have a high experimental sense, are able to solve problems creatively, carry out cross-sectoral observations, in developing Muslim fashion designs, so that Muslim fashion will continue to develop with competitive models.

2) The role of research is to examine designs and models that are currently in demand by the market share and provide input on development policy models, so that Indonesian Muslim fashion can compete in the international arena. The form of this role can be in the form of conducting research and publishing articles related to Muslim fashion.

3) The role of Certification and Standardization, is carried out to provide design standardization specifically related to Muslim fashion, so that fashion designs still meet Islamic sharia values, and certification is aimed at designers who are able to provide competitive fashion designs in the international arena.

4) The role of cooperation with the government in establishing a Center of Excellence in the field of Muslim fashion

(Business) is defined as the provider of products or services. Business is also called a company or can be interpreted as an organizational entity that is legally recognized, and deliberately created to provide goods in the form of products and services to consumers (Purnomo, 2016). Business occupies a major role in supporting the development of fashion. Business here has two roles, namely:

1) Business in terms of brand owners such as Hijup, Fatih Indonesia, Jenahara and other go-international local brands. The brand must have and develop creative ideas in order to compete globally.

2) Business from the MSME side. Such as fabric providers, tailors, convection and so on. Acting as the party that ensures the quality of quality products in terms of stitching and in terms of fabric.

The community also plays an important role in realizing SAFANA's role as a catalyst for the Indonesian economy. Because this community will connect the business with market segmentation. In addition, the community also has an influence in increasing awareness and love for Muslim fashion products. The form of the community role in question can be in the form of promoting and disseminating information related to SAFANA as a marketplace for gathering Indonesian Muslim fashion. The community in question is the Hijabers Community, and the Muslim Community and so on.

The government is one of the stakeholders who have regulations and responsibilities in developing a business (Herwan et al, 2017). Discussions related to the economy will always depend on the government. Because almost all aspects of the economy are controlled by the government. The form of the government's role can be in the form of:

- 1) The role of the regulator by providing support related to regulations or licensing,
- 2) The role of facilitator by facilitating the registration of patents and Intellectual Property Rights (HaKI), as well as encouraging the establishment of a Center of Excellence,
- 3) The role of the promoter by carrying out international promotional events and participating in international Muslim fashion events, and;
- 4) The role of cooperation between international e-commerce sites for market access to export destination countries.

Media is a tool or means to convey messages from communicators to audiences (Cangara, 2006). Considering the increasingly sophisticated era and to be able to compete globally, the optimization of SAFANA's role must be supported by the media sector as a component that will promote, publish and connect producers and consumers.

The media acts as a party that will provide information related to the services provided by SAFANA to the public both through offline and online media. Promotion through offline media can be done by holding fashion week events or Muslim fashion bazaars. However, promotion through online media is considered more optimal than through offline media. This is because the development of increasingly sophisticated technology and supported by the very rapid growth of the internet has caused a shift in consumer behavior from offline to online. Online media promotion can also be done through advertisements, websites or with the collaboration of influencers on social media.

## Conclusion

The massive development of the Muslim fashion industry in Indonesia opens up opportunities for increasing the level of the economy towards Indonesia. SAFANA Application is here as an answer to the opportunities that arise. The application of the SAFANA Application also supports the program launched by the government to develop the fashion industry through the use of digital platforms in the era of technology 4.0. SAFANA is a marketplace-based application and has the main function as a platform for

buying and selling Muslim fashion. The advantage of SAFANA is that it is the first Muslim fashion platform in Indonesia that collects Muslim fashion products in the country. In addition, SAFANA brings together fashion entrepreneurs with MSMEs engaged in textiles such as convection, fabric producers and tailors and designers through Room Discussion Projects to produce a product that is able to compete competitively. The series of SAFANA work systems are described in the data process flow Context diagrams and Data Flow Diagrams (DFD). SAFANA's goal is to act as a catalyst for a sustainable Indonesian economy. To achieve this goal, it requires contributions and support from several parties such as academics, business people, communities, government and media as described in the pentahelix method. Through a SWOT analysis designed by the author, SAFANA has a lot of potential to be realized.

## Reference

- BAPPENAS, 2019. Masterplan Ekonomi Syariah Indonesia 2019-2024. *Hasil Kajian Analisis Ekonomi Syariah di Indonesia*, 15 Mei.
- Cangara, H., 2006. *Pengantar Ilmu Komunikasi*. Jakarta: PT Raja Grafindo Persada.
- CNN Indonesia, 2018. CNN Indonesia. [Online] Available at: <https://m.cnnindonesia.com/gaya-hidup/20181008192952-277-3367/jakarta-kembali-jadi-tuan-rumah-gelaran-modest-internasional>
- Herwan dkk, 2017. The Penta Helix Collaboration Model in Developing Centers of Flagship Industry in Bandung City. *Integrative Business & Economics*.
- Huka Gusadi, 2015. Penataan Sentra industri Konveksi dan Bordir Dukuh Krajan I Kabupaten Kudus. *Doctoral Dissertation, Fakultas Teknik Undip*.
- Islamic Chamber of Commerce Industry And Agriculture, 2016. *Textiles & Ready-made Garments Sector Overview for the OIC Countries*, Pakistan: Islamic Chamber of Commerce Industry And Agriculture.
- Kemenperin, 2015. *Kekuatan Lokal Indonesia untuk Fashion Dunia*. [Online] Available at: <http://www.kemenperin.go.id/artikel/5687/Kekuatan-Lokal-Indonesia-Untuk-Fashion-Dunia> [Accessed 1 December 2015].
- Kementerian Pariwisata dan Ekonomi Kreatif RI, 2014. *Ekonomi Kreatif: Kekuatan Baru Indonesia Menuju 2025*. s.l.:Kementerian Pariwisata dan Ekonomi Kreatif RI.
- Komunikasi, 2015. *Perkembangan Media Sosial di Indonesia*. [Online] Available at: <http://komunikasi.us/index.php/course/3689-perkembangan-media-sosial-di-indonesia> [Accessed 27 November 2015].
- Lewis , R., 2011. Muslim Fashion : Contemporary Style Cultures. *Durham, NC : Duke University Press*.
- Miles, H., 1992. *Analisis Data Kualitatif*. Jakarta: UI-Press.
- Mukhtar, 2013. *Metode Penelitian Deskriptif Kualitatif*. Jakarta: GP Press Group.
- Neolaka, A., 2016. *Metode Penelitian dan Statistik*. Bandung: PT Remaja Rosdakarya.
- Nuraini, 2015. *Warta Ekspor*, Jakarta: s.n.
- PEW Research Center, 2017. *World Muslim Pupulation by Country*, Washington,DC: PEW Research Center.
- Purnomo, R. A., 2016. *Ekonomi Kreatif*. Surakarta: Ziyad Visi Media.



- Ryan, D. & Jones, c., 2009. *Understanding Digital Marketing..* United States:: Kogan Page Limited.
- Slamet dkk, 2017. Strategi Pengembangan UKM Digital dalam Menghadapi Era Pasar Bebas. *Jurnal Manajemen Indonesia*.
- Thohir Affandi, 2017. *Bonus Demografi 2030-2040: Strategi Indonesia Terkait Ketenagakerjaan dan Pendidikan*. Jakarta, BAPPENAS, p. 1.
- Thomson Reuters, 2018. *State of the Global Islamic Economy Report 2018/19*. Dubai: Thomson Reuters.