PESONA: COMMERCIAL PLATFORM OF JEMBER FASHION CARNIVAL TO AUGMENT ECONOMIC TRANSFORMATION INCLUSIVITY AND DIVERSITY

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Abstrak

Transformasi Ekonomi Inklusif memfasilitasi dialog antara pemangku kepentingan pariwisata dan UMKM, menyebarkan peluang di dalam komunitas dan mendorong Indonesia menuju kesuksesan. *World Economic Forum* (WEF) mendefinisikan ekonomi inklusif sebagai pencapaian pertumbuhan tinggi, distribusi pendapatan yang adil, pengurangan kemiskinan, dan akses yang diperluas terhadap peluang. *Jember Fashion Carnival* (JFC) mewujudkan konsep ini dengan menggabungkan kreativitas *fashion* dengan pariwisata lokal untuk mendukung UMKM di Jember. Akuntansi dalam bisnis kostum JFC unik, memerlukan sistem pemesanan dan penjualan yang disesuaikan di tengah tantangan pasar yang ada. Studi ini mengadopsi pendekatan metode campuran, menggunakan pengembangan sistem untuk mengatasi masalah ini. Analisis *sequential life cycle* menghasilkan Aplikasi PESONA (*Platform for Exclusive Stylish Authentic Nusantara*), sebuah *market place* yang dirancang untuk memenuhi kebutuhan pengusaha JFC. Penelitian ini memperkuat ekonomi inklusif dalam pariwisata dan UMKM, mendorong pertumbuhan ekonomi yang berkelanjutan.

Kata kunci: Transformasi Ekonomi Inklusif, Sektor Pariwisata, UMKM, Pasar Terpadu, Forum Ekonomi Dunia

Abstract

Inclusive Economic Transformation fosters dialogue among tourism stakeholders and MSMEs, spreading opportunities within the community and propelling Indonesia towards success. The World Economic Forum (WEF) defines inclusive economics as achieving high growth, fair income distribution, poverty reduction, and broadened access to opportunities. The Jember Fashion Carnival (JFC) embodies this concept by merging fashion creativity with local tourism to boost MSMEs in Jember. Accounting within the JFC costume business is unique, requiring a tailored booking and sales system amid existing marketplace challenges. This study adopts a mixed-method approach, utilizing system development to address these issues. The sequential life cycle analysis results in the PESONA Application (Platform for Exclusive Stylish Authentic Nusantara), a marketplace designed to meet JFC entrepreneurs' needs. This research bolsters inclusive economics in tourism and MSMEs, fostering sustainable economic growth.

Keywords: Inclusive Economic Transformation, Tourism Sector, SMEs, Integrated Marketplaces, World Economic

INTRODUCTION

The history of Indonesia's economic growth leads to remarkable achievements, serving as a continuously prioritized goal (Karnowahadi et al., 2022). Under the guidance of macroeconomic indicators, the welfare of society begins to show improvement, necessitating our responsibility to support regional development and government policies. Rapid economic growth must align with the phenomenon of globalization, addressing poverty issues, and fostering sustainable innovation (Papanikos, 2024).

Achieving inclusive economics is a key performance indicator of a region's economic development (Kwilinski et al., 2023). Supporting high and sustainable economic growth, inclusive economic development must be pursued as it involves all segments of society regardless of background, aiding in enhancing economic growth, reducing poverty, unemployment, and inequality. The World Economic Forum (WEF) defines inclusive economics as a strategy to enhance economic performance by expanding opportunities and economic prosperity, as well as providing broad access to all layers of society (Saqer, 2023). Inclusive economics comprises three main pillars: high economic growth; income distribution and poverty reduction; and expanded access and opportunities (Bestari, 2020). One crucial macroeconomic indicator for assessing economic performance is economic growth, which denotes the process of economic change occurring within a country's economy over a specific period, leading towards an improved economic state. Economic development through an inclusive approach can be achieved through the tourism sector and the development of MSMEs (Warta, 2024).

The implementation of inclusive economic concepts in the tourism sector and MSMEs holds significant potential for strengthening overall economic prosperity (Endris & Kassegn, 2022). A key focus in the tourism sector is realizing inclusive economics through increased tourist stay durations. By successfully enhancing destination appeal, providing diverse activities and attractions, and promoting local cultural diversity, tourist destinations can extend tourist stays and distribute economic benefits more evenly to local communities. In the MSME sector, inclusive economic concepts can also be applied in various ways (Barauh, 2021). Scaling up economies through collaboration among MSMEs or integration into larger supply chains can help enhance operational efficiency and competitiveness. Additionally, improving product and service quality is another crucial step. This involves investing in product innovation, design, and production processes to ensure that the resulting products can compete in an increasingly global market (Kadaba et al., 2023).

One concrete example of the implementation of inclusive economic concepts in the tourism sector and MSMEs is through the Jember Fashion Carnival (JFC) (Kusumawati et al., 2022). JFC is a social event showcasing creative fashion concepts in the form of a carnival parade held along the streets of Jember City, spanning a distance of 3.6 km from Central Park to the Sports Building (Daerah, 2023). This event strives to establish Jember as a global trendsetter in fashion and carnival. JFC has successfully integrated elements of creativity and sustainability in the fashion industry with local tourism while supporting MSME growth in Jember (Gunawijaya, 2020). By showcasing spectacular fashion parades featuring unique and creative costumes, JFC has strengthened Jember's tourism appeal, increased tourist visits, and provided significant economic impact to the local community (Yulianto, 2021). Through improved event quality and effective promotion, JFC has extended tourist stays in Jember, creating more opportunities for local businesses to reap economic benefits. On the other hand, JFC has also contributed to the development of MSMEs in Jember, particularly in the creative and fashion sectors.

After participating in the Jember Fashion Carnival, participants are not only involved in dazzling performances but also bear significant responsibilities after the event concludes. Following the event, participants engage in costume sales and rentals. Various activities are organized in the Jember area and its surroundings to commemorate Indonesia's Independence Day. One tradition that is upheld is the periodic staging of parades or carnivals. Carnival participants enthusiastically select from a variety of traditional costumes and diverse carnival creations to enliven the event. As a practical alternative, opting to rent carnival costumes from costume rental shops rather than making them themselves is common. Nevertheless, to enhance the diversity of carnival costume collections and traditional costumes, entrepreneurs who were previously participants in JFC are involved in the costume-making process independently (Sulistiowati, 2019). There are also entrepreneurs who employ handmade crafting techniques to produce prototypes and carnival costume attributes. Some of these groups have also demonstrated successful social behavior patterns in creating positive changes in the environment and making significant contributions to the local economy (Mohammad, 2020). This activity serves as an additional source of income and a way to maximize the value of investments in purchasing or making costumes. Thus, these activities inadvertently involve accounting tasks, and to succeed in this business, one needs to have skills in managing finances effectively. This includes budgeting for costume maintenance and upkeep, as well as calculating income from rentals or sales. With the initial capital required to buy or make costumes not being cheap, efficient financial management becomes the key to success in running this business. Therefore, accounting points become crucial for Jember Fashion Carnival entrepreneurs, as they help monitor and control cash flow more effectively, thus optimizing income potential and ensuring business sustainability (Manaf, 2018).

In fact, entrepreneurs in the costume carnival industry lack a specific platform to market their products or full-costumes, highlighting the need for increased digitization of their business activities. Currently, costume designers rely mainly on basic strategies such as social media promotion and word of mouth. In line with the government's program, which has registered approximately 27 million micro, small, and medium enterprises (MSMEs) that have joined digital ecosystems or adopted digital technology platforms by the end of 2023, aiming to promote digital technology adoption among MSMEs, the government has set an ambitious target of connecting around 30 million MSMEs to digital ecosystems in 2024 (RI, 2023). Based on the aforementioned background, we aim to help increase the target of MSMEs in using marketplaces by adapting unique transaction mechanisms and cultures found among Jember Fashion Carnival entrepreneurs. Therefore, a new system design is needed for the program aimed at enhancing the use of digital platforms by microbusinesses in Indonesia.

Given the above problem statement, the research question in this study is: "What strategies can be applied to develop applicative solutions to address the weaknesses of the platform faced by Jember Fashion Carnival entrepreneurs?". Based

on the research question above, the objective of this study is: "To provide strategies that can be applied to develop effective and efficient applicative solutions in addressing the weaknesses of the platform faced by Jember Fashion Carnival entrepreneurs by creating an integrated marketplace.

RESEARCH METHOD

This research employs a mixed-method approach with the aim of describing the phenomenon under investigation and producing an exposition that addresses the research problem (Nanthagopan, 2021). It utilizes a mixed-method approach consisting of system development mechanisms that provide solutions to the challenges faced by carnival costume businesses. The system design is crafted through a waterfall/sequential linear or classic life cycle analysis procedure comprising software requirement analysis, application design, program coding, and application testing (Mulugeta, 2024). The study involves direct interviews with Jember Fashion Carnival entrepreneurs to outline strategies that can be applied in developing effective and efficient solutions to address the platform's weaknesses. Additionally, literature selection from various sources such as online articles, news, and relevant academic journals related to the application of inclusive economic concepts is outlined to support the research.

Analysis is conducted by exploring existing data, investigating further information, and interpreting it by comparing it with previous research. Through data exploration, the aim is to strengthen valid and consistent sources to ensure the authenticity of the information found. This step is crucial because the individuals or groups involved hold positions as public figures, thus requiring more data sources for triangulation. Triangulation serves as a reference in the effort to achieve transferability of qualitative research results. By conducting triangulation, it is hoped to produce reliable data analysis products (Rudiyanto et al., 2023).

RESULTS AND DISCUSSION

Carnival costume entrepreneurs require transaction facilities that support overcoming obstacles in running their business efficiently (Barkatullah, 2019). Carnival costumes possess unique characteristics that require smooth ordering, payment, and delivery processes. However, limited access and knowledge in managing electronic transactions can pose a barrier. Consistent with the interview findings from one of the Jember Fashion Carnival entrepreneurs:

> *"I'm still mainly focusing on promoting through Instagram and WhatsApp for sales. Many inquiries come through comments, so eventually they DM me directly because there are no prices on IG. It would be helpful to have direct offers, but what can I do, I don't have them".* **(Dandi, Costume Carnival Entrepreneurs)**

The integration of the "Direct Offer" feature, allowing sellers and buyers to interact in real-time regarding pricing, creates a more dynamic and personalized experience between them, thus enhancing transaction opportunities. On the other hand, the current marketplace system enables Jember Fashion Carnival (JFC)

costume entrepreneurs to adopt different accounting activities. Therefore, a system capability is required to manage rental mechanisms, costume returns, ordering, and large-scale delivery.

> *"I see, you prefer not to sell online through regular platforms, it's too complicated. You're afraid that customers might be disappointed because they can't see the products directly before buying. And most of the orders are for renting rather than buying, and the majority of customers are from around here, like Bondowoso, Jember, and Situbondo."* **(Vandy, Owner Vandy Collection)**

The existing ordering and sales systems in general marketplaces typically have simple functions of order, payment, and delivery. However, for carnival costumes, it takes a long time to produce costumes, select costumes if customers are renting, and the most unique aspect is the down payment system between the renter and the entrepreneur, accompanied by a deadline set by the entrepreneur. If there is damage or something lacking in the rented costume, the renter will be charged by the entrepreneur. The damage or deficiencies are assessed by the entrepreneur as an artist who understands the aesthetics of the costume, so the renter feels that what is conveyed by the entrepreneur is always correct and not calculated mathematically. This unique accounting system requires different management compared to the mechanisms found in typical marketplaces.

Table 1. User Identification for PESONA Application System

User	Description
Seller	The seller is an individual who sells products on the PESONA website and is responsible for product provision, monitoring product stock, processing incoming orders, and shipping products.
Customer	The customer is an individual who uses the PESONA website to make purchases and rent products.
Admin	The admin is someone who is responsible for validating user registrations and handling payments for product purchases and rentals.

Source: Data processed by the Author, 2024

PESONA Application (Platform Eksklusif Stylish Otentik Nusantara)

PESONA (Platform Eksklusif Stylish Otentik Nusantara) is an application designed to meet the strategic needs in developing applicative solutions for Jember Fashion Carnival entrepreneurs and the entire Nusantara fashion industry. This application aims to address various weaknesses existing in current platforms by creating an integrated marketplace. Through PESONA, fashion industry players, especially those involved in Jember Fashion Carnival, can utilize this platform as a means to effectively and efficiently promote, sell, and expand the reach of their products.

The application offers various features designed to facilitate interaction between entrepreneurs and consumers, including advanced product search features, secure payment systems, and integration with social media to expand promotional reach. PESONA serves not only as a transaction platform but also as an information and inspiration hub for users interested in Nusantara fashion and style. Thus, the application not only helps increase sales for entrepreneurs but also strengthens the

image and presence of the Nusantara fashion industry overall, both locally and globally.

Analysis and System Design

The method for software development utilizes the waterfall/sequential linear model or classic life cycle (Wahid, 2020). The process of system analysis and design is as follows:

Figure 1. System Analysis and Design

1. Software requirement analysis

Intensive efforts are made to gather requirements with the clear and understandable goal by the users, aiming to determine the necessary software requirements. This stage involves practitioners, accounting students specifically from the Public Sector Accounting D4 program at the Polytechnic State of Jember, Carnival Costume Entrepreneurs, and information system experts from the Polytechnic State of Jember.

2. Application design (visual and content) and operational mechanism flow

The main focus is on designing and building the program to make it more modular for easier implementation in the next stage. Consideration is given to visually appealing user interface design and creating the necessary elements/layout that align with the vision of the PESONA application (Exclusive Stylish Authentic Nusantara Platform). The prototype of the PESONA application's designed user interface can be previewed at the link:

https://sites.google.com/student.polije.ac.id/pesonajember.

The interface design of the PESONA application is as follows:

a. Homepage

The homepage menu is a part of the PESONA website containing links to the main page or other important pages. It is the first place usually seen by visitors when accessing the website. The homepage menu serves to assist users in navigating the website and easily finding the services or information they need.
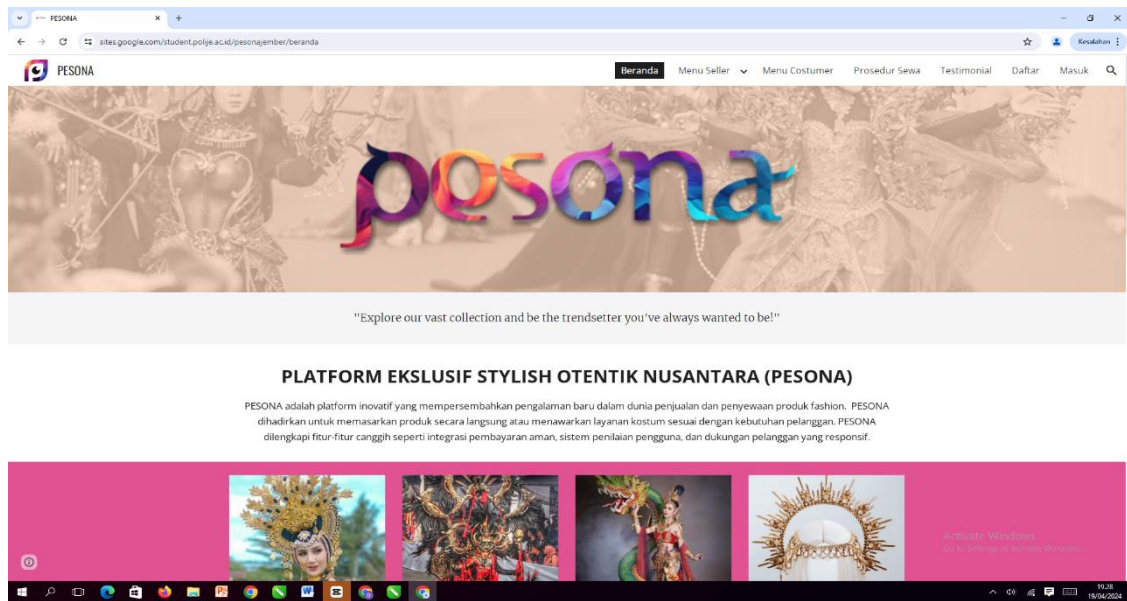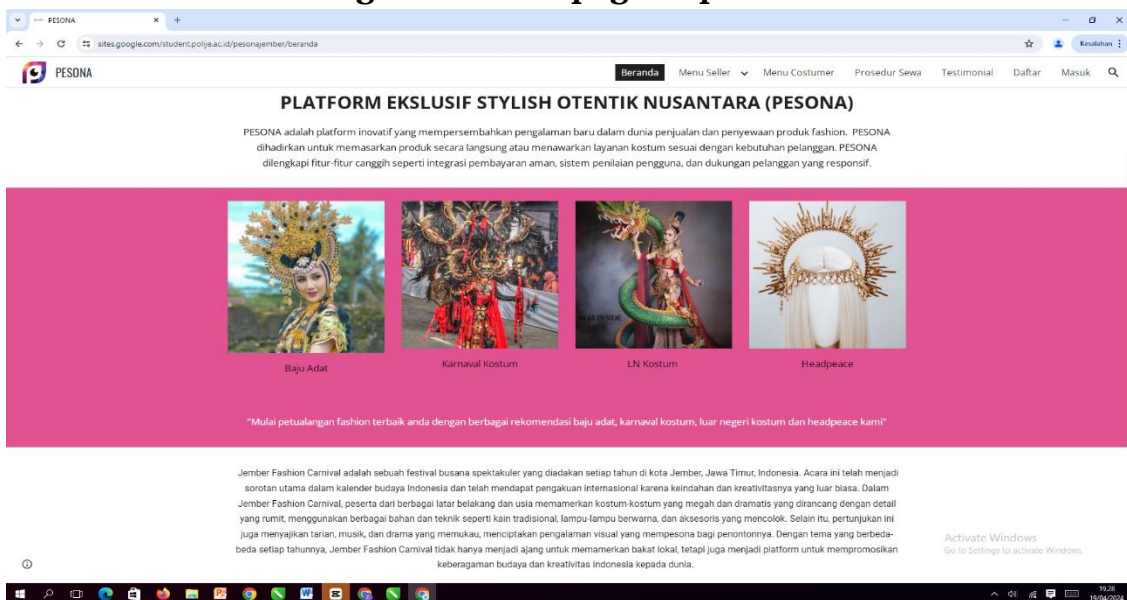
Figure 2. Homepage Top View

Figure 3. Homepage Bottom View

b. Seller Menu

The seller menu is a part of the PESONA website specifically designed for sellers to sell fashion products to consumers. The seller menu is designed to provide access to various features and functions that help sellers manage and promote products, as well as manage business operations in general. Features available on the seller menu include sales data, rental data, refund data, product information, shipping information, and other important information.
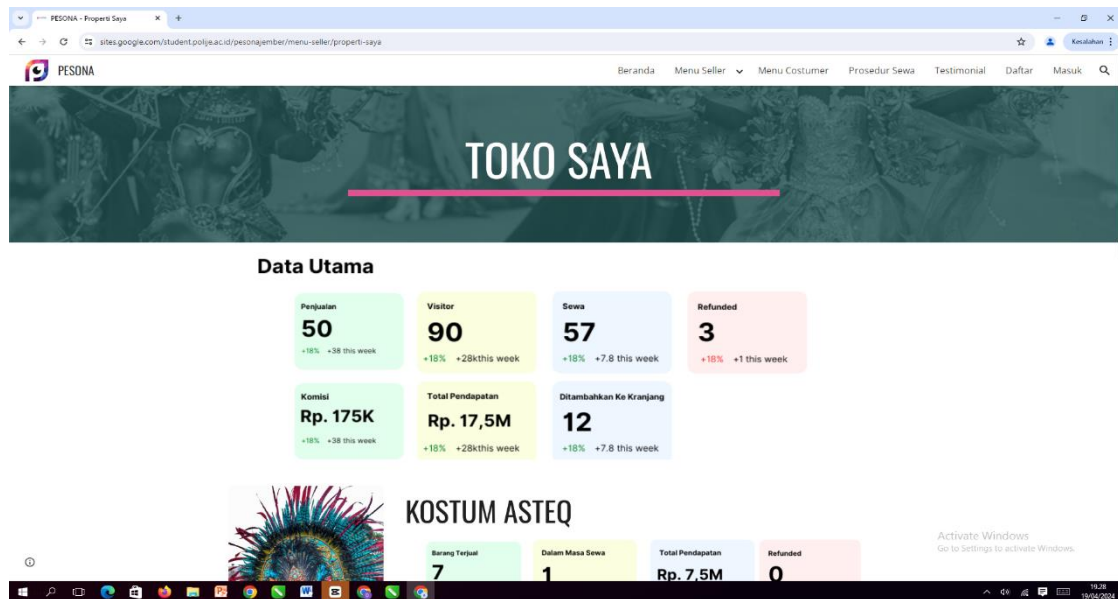
Figure 4. Seller Menu View
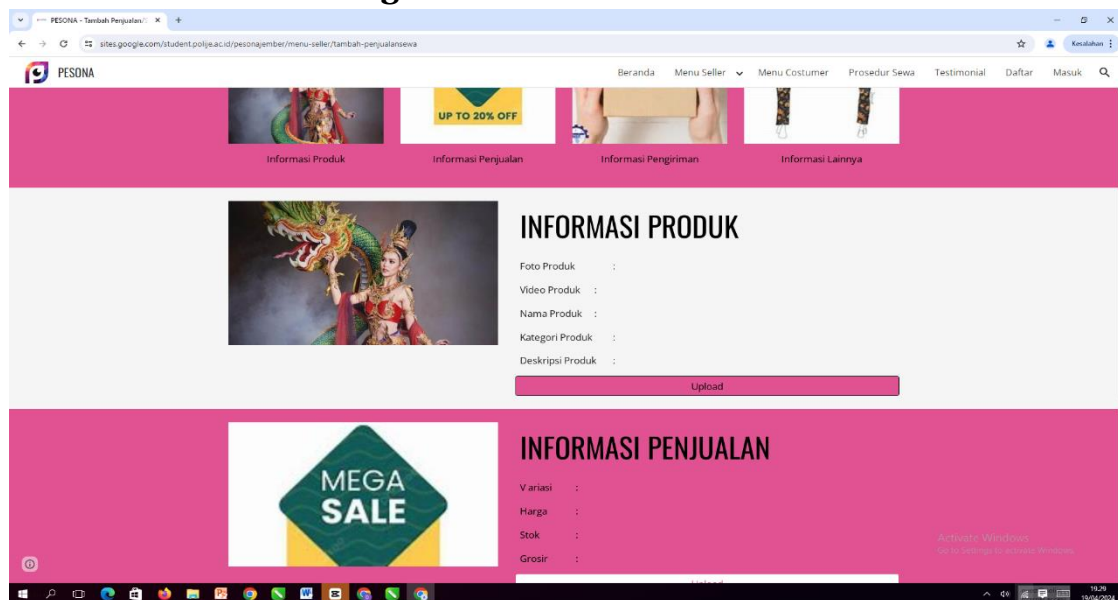
Figure 5. Customer Top Menu View

c.   Customer Menu

The Customer Menu is a part of the PESONA website aimed at making the shopping experience and customer service easier. This menu offers access to various features and functions designed to assist customers in finding the desired products and completing purchase or rental transactions.
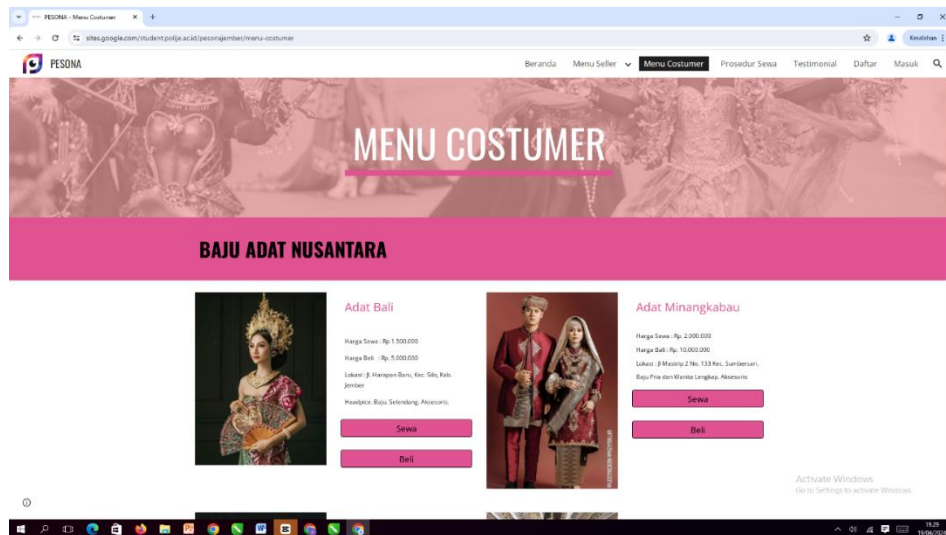
Figure 6. Customer Top Menu View
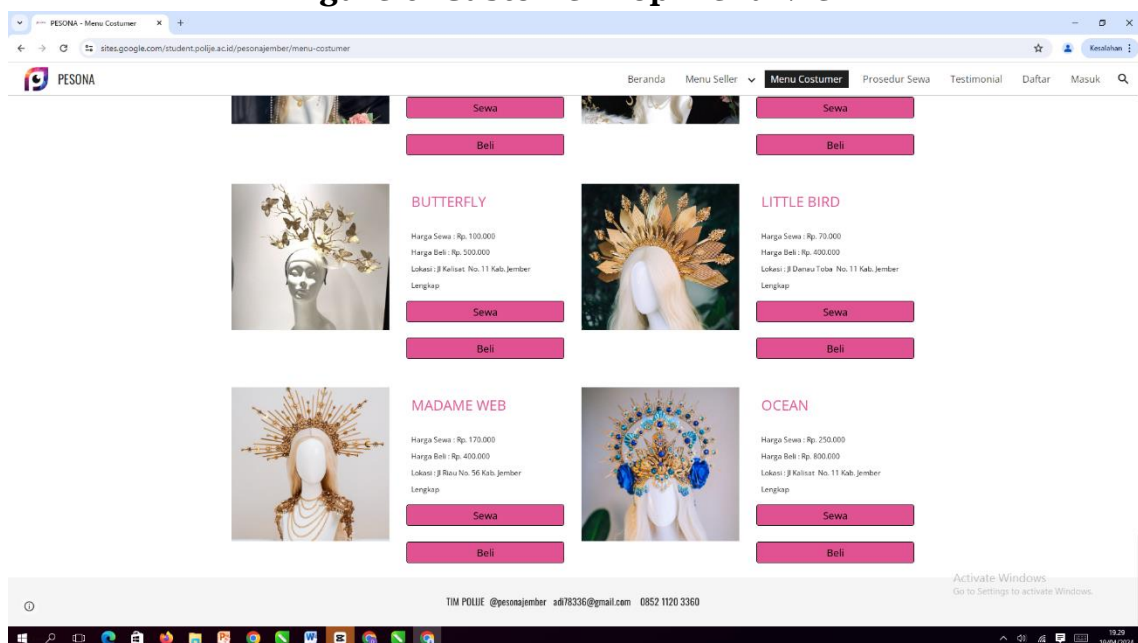
Figure 7. Customer Bottom Menu View

d.   Order Deatail

The Order Detail menu is a feature that provides a detailed description of each selected costume and offers the option to choose the rental duration. After selecting a costume, customers can add it to their shopping cart or proceed to purchase or rent it directly.
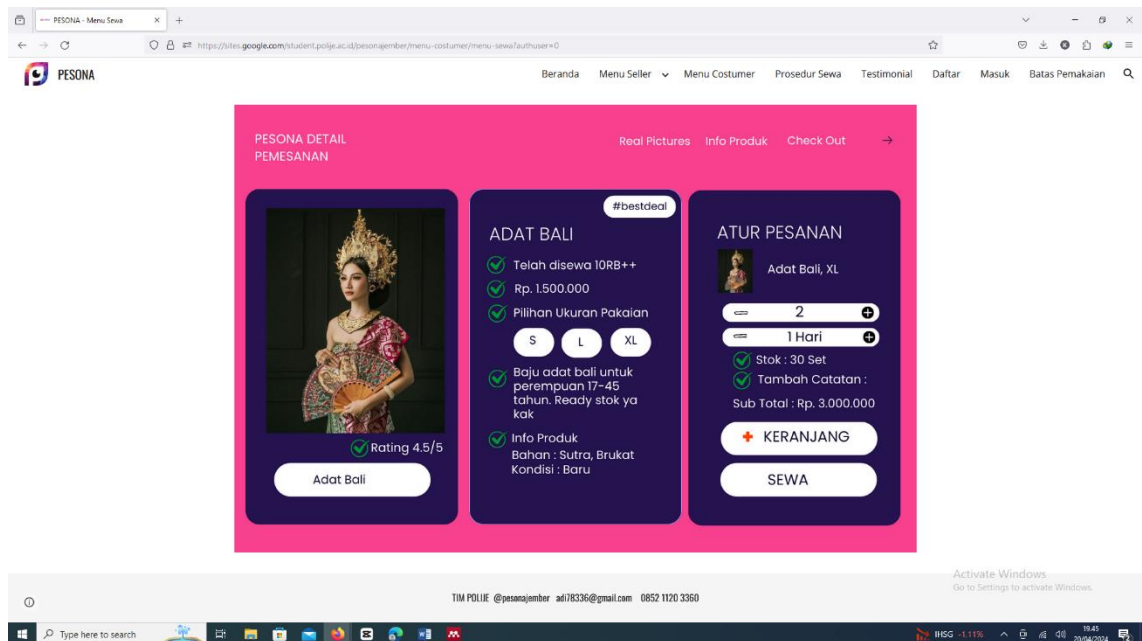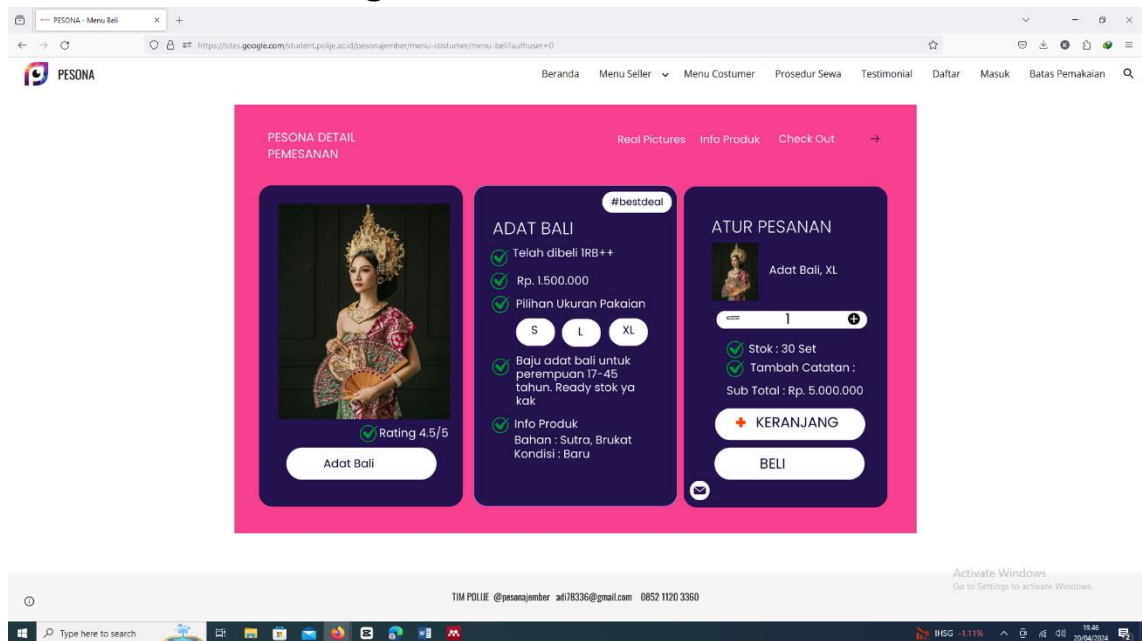
Figure 8. Rental Order Details

Figure 9. Purchase Order Details

e.   Rental Deadline Reminder

This menu is a system that will provide reminders to customers approaching the end of the costume rental period. With this feature, it will be easier to manage costume return times and avoid late fees.
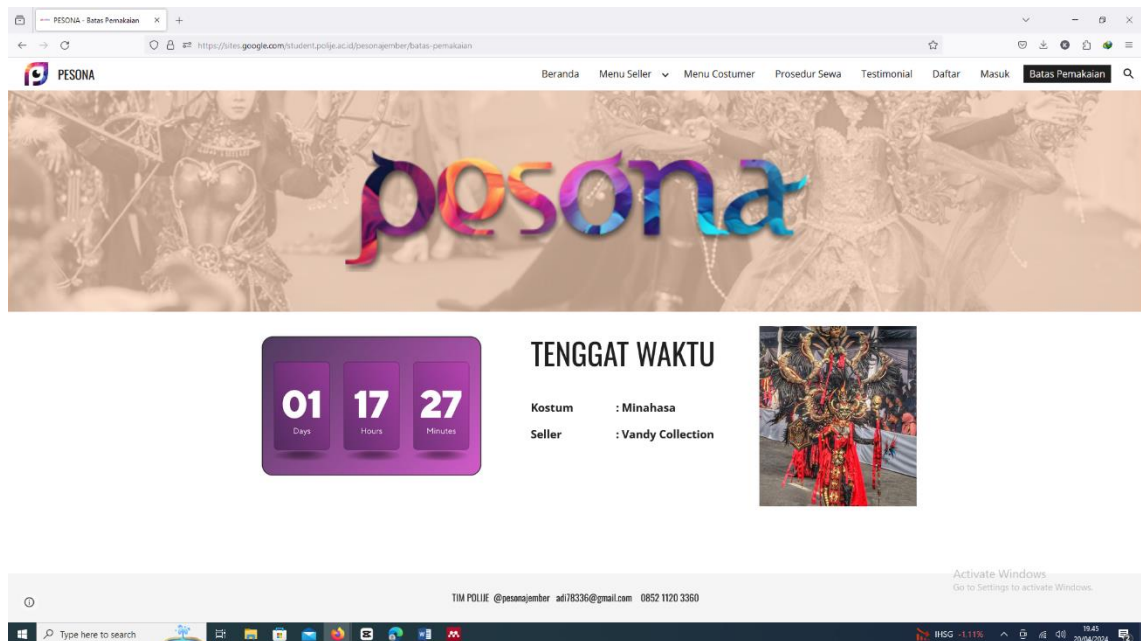
Figure 10. Rental Deadline View

f.   Rental Procedures

The Rental Procedure Menu is a part of the PESONA website that provides detailed information on how to select costumes, rent costumes, rental rules, and return procedures. The rental procedure menu is designed to guide potential customers through the necessary steps to rent specific items or services clearly and easily understood.

Figure 11. Rental Procedure Menu View

g.   Testimonials

The testimonial menu is a section of the PESONA website that displays reviews and testimonials from customers who have used PESONA's products or services. The purpose of the testimonial menu is to provide additional information to website visitors about the real-life experiences of others with the products or services offered.
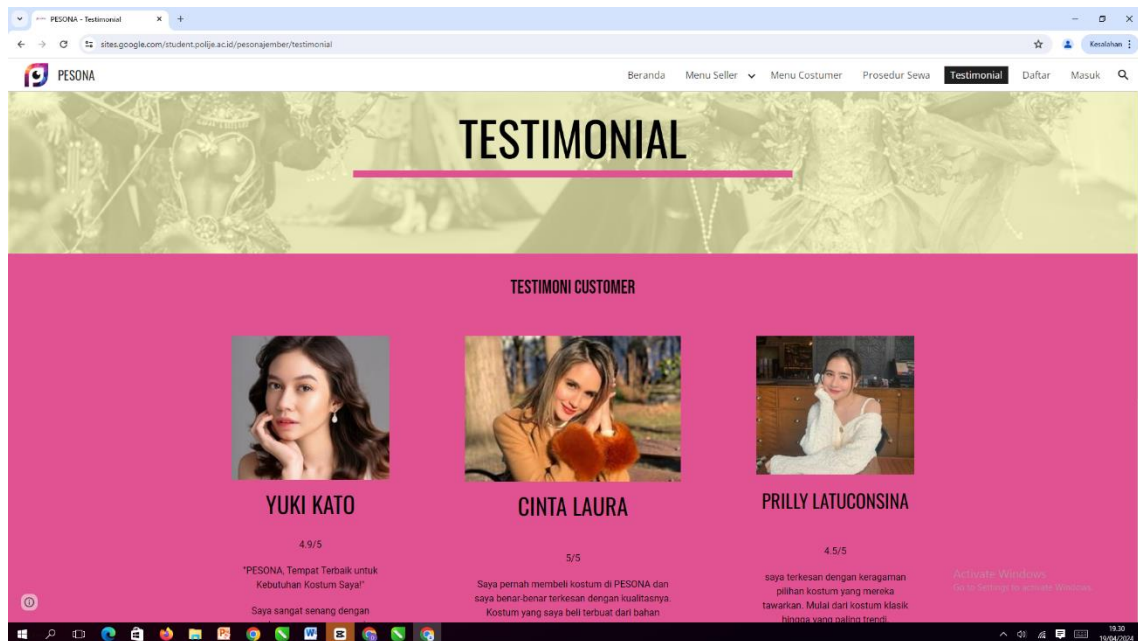
Figure 12. Testimonial Menu View

h.   Registration

The registration menu is a part of the PESONA website used for new users to register on the PESONA website, located at the top or side of the website, containing links to the following pages. New users can register by completing the required data or using Google and Facebook. This is designed to provide quick access for new users to explore various sections or features of the PESONA website.
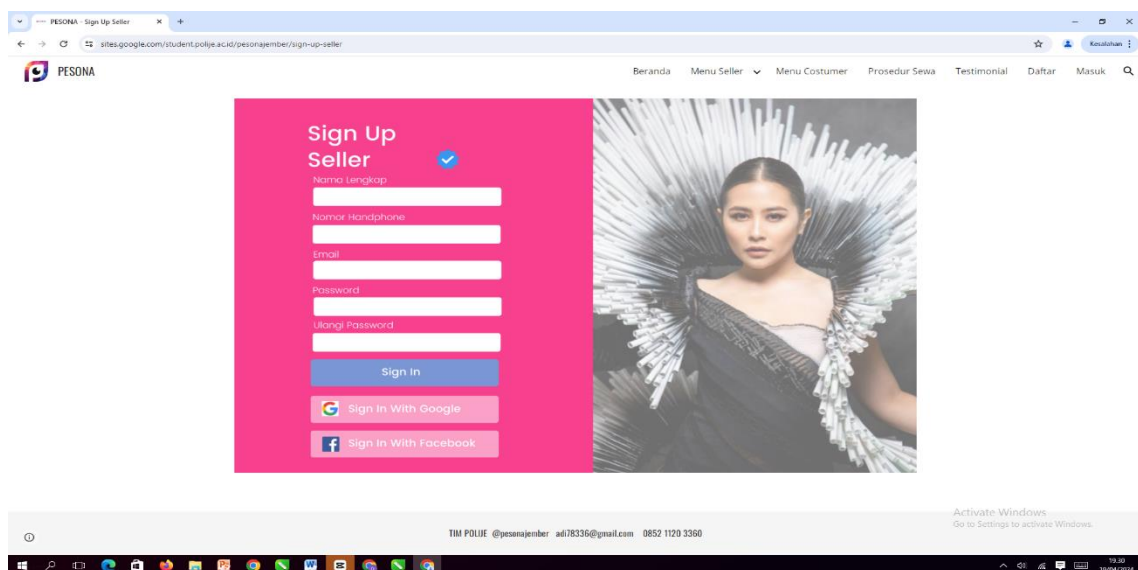

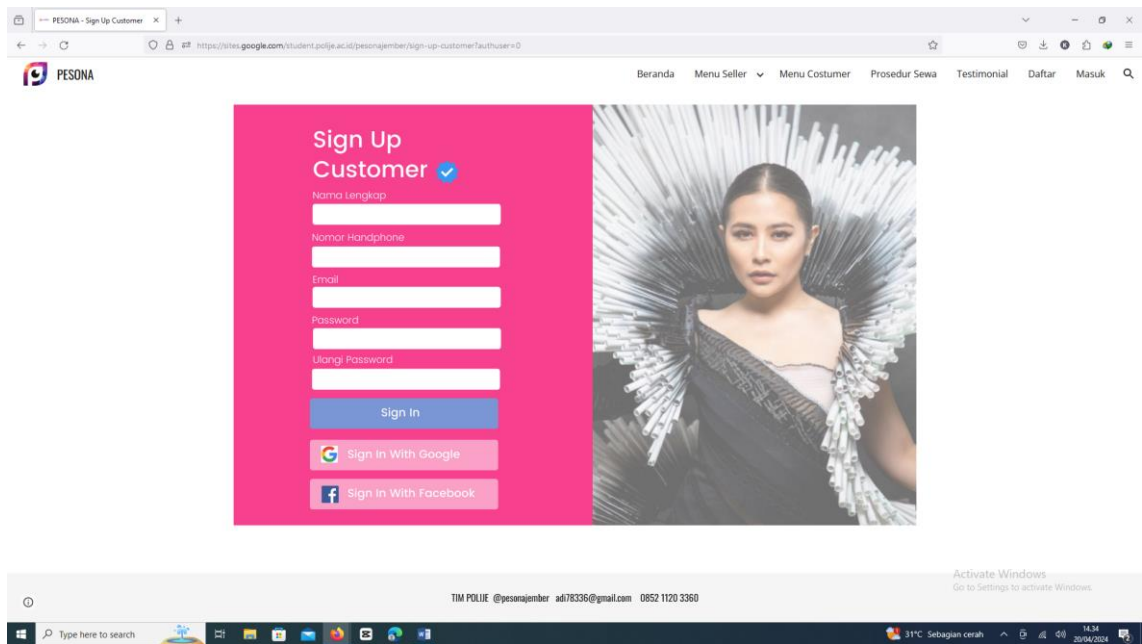**Figure 13. Seller Account Registration View**

Figure 14. Customer Account Registration View

i.   Log In

The login menu on the PESONA website is a feature that provides access to users to log in to their seller accounts. This menu is typically located at the top or in the upper right corner of the web page and can be a button or a link directing users to the login page. The purpose of the login menu is to allow users who already have accounts to log in and access features limited only to registered users.
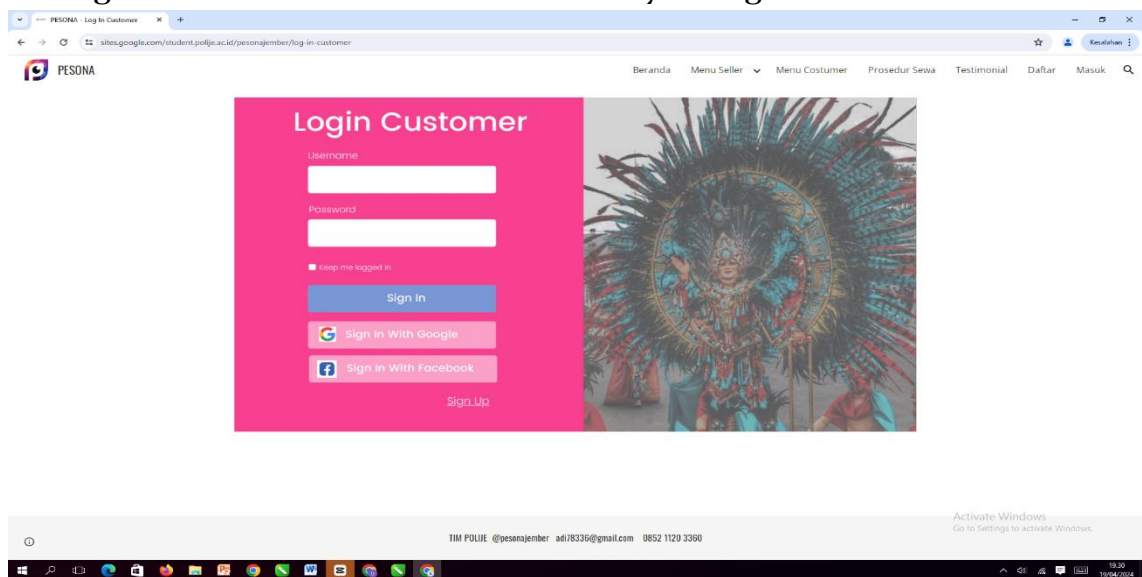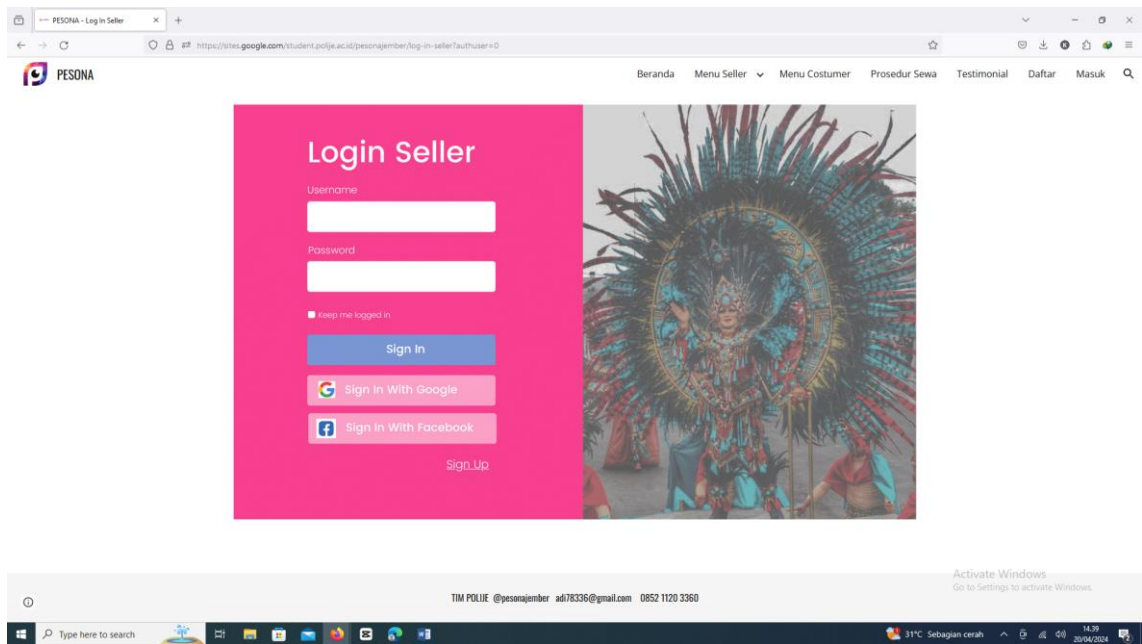

Figure 15. Customer Login View

Figure 16. Seller Login View

Here are the procedures for using the application:
a) Flowchart for Registering a PESONA User Account
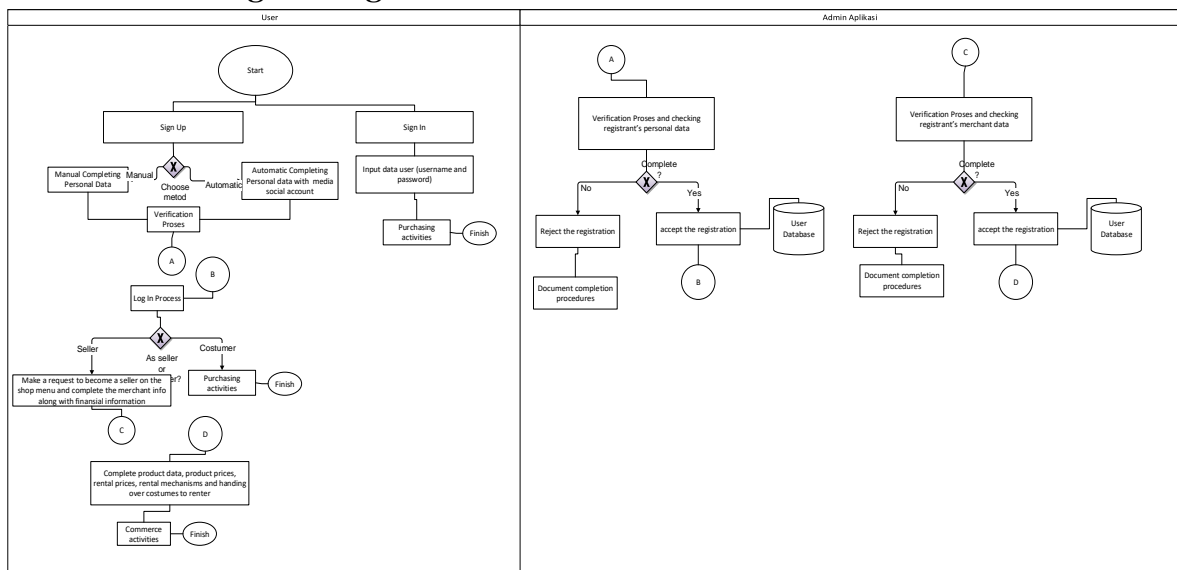

Figure 17. Flowchart for Registering a PESONA User Account

In the registration stage, there are three users involved: the seller, customer, and application admin. Here is the description of the flow for each user

    1) User Seller

The seller registers by manually entering data such as full name, phone number, email, and setting a password. Additionally, the user can register automatically through personal social media data such as Google and Facebook. Once verified, the user can complete the information for the store they will run.

    2) User Customer

The customer registers by manually entering data such as full name, phone number, email, and setting a password. Similarly, the user can register automatically

through personal social media data such as Google and Facebook. Once verified, the user can use the customer menu feature to select desired costumes

3) Admin Aplikasi

The application admin verifies the personal data of users and ensures completeness.
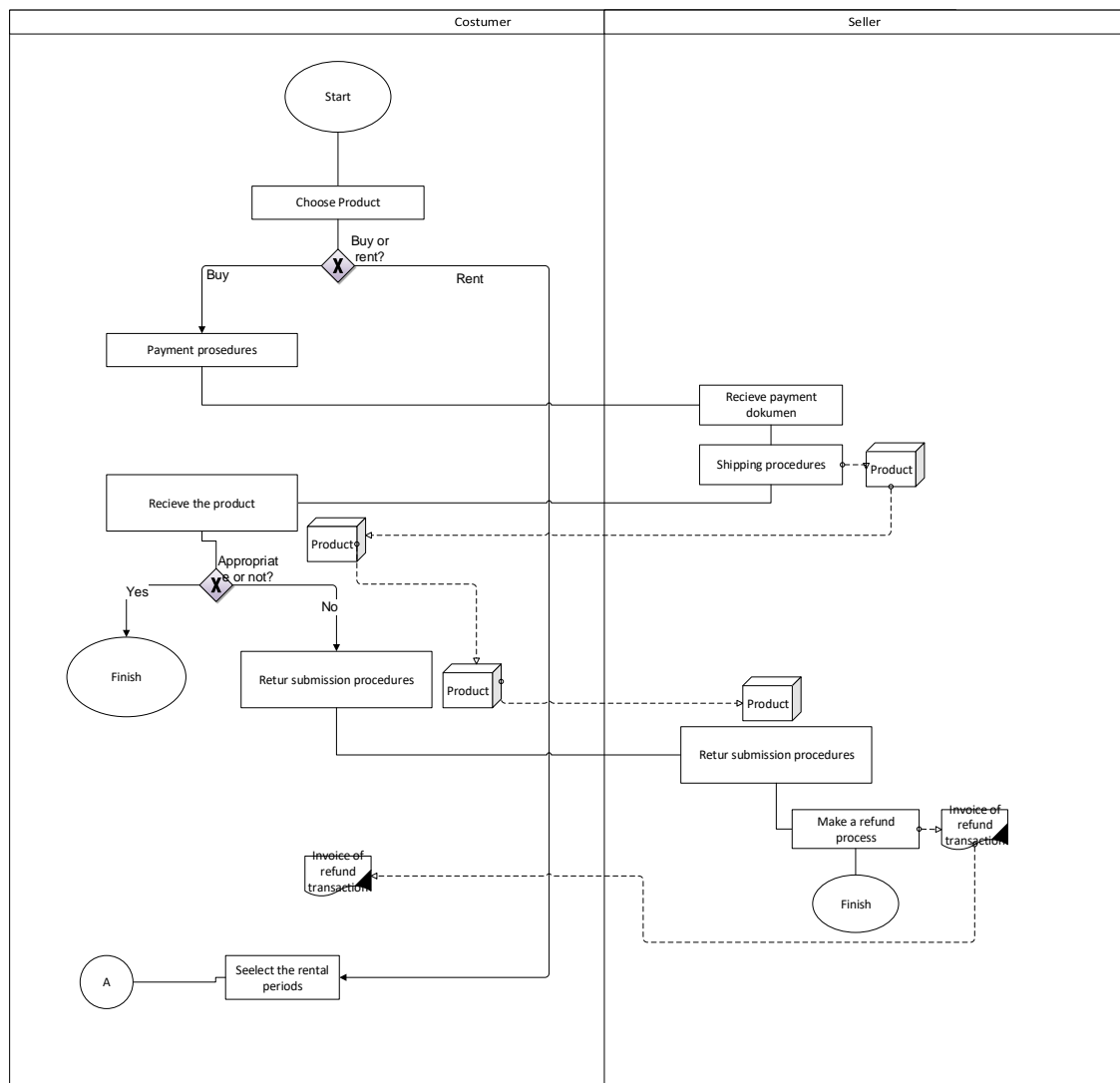
a) Purchase and Rental Flowchart

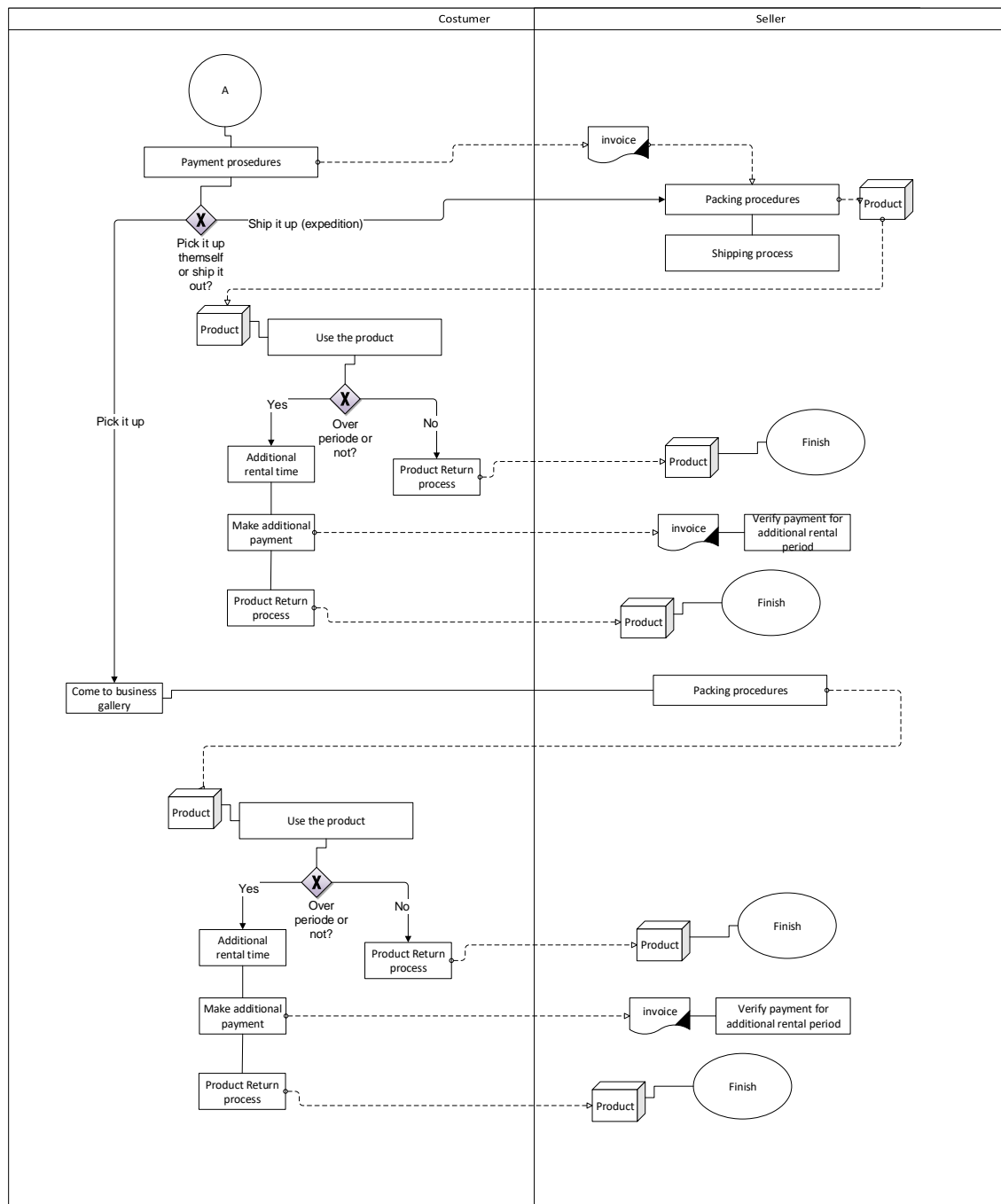**Figure 18. Purchase and Rental Flowchart (1)**

Figure 18. Purchase and Rental Flowchart (2)

At the stage of purchasing and renting, there is a flow for both customer and seller users as follows:

a. User as Customer

The customer conducts searches and selects costumes on the PESONA website and can choose to either purchase or rent them. After selecting the desired products, customers can use the "add to cart" feature. If customers choose to directly rent or purchase, they proceed with the checkout feature to continue the buying or renting process. Customers are prompted to input shipping information such as the delivery address, phone number, and any other specific instructions. Then, customers select the payment method and proceed with the payment. After the order is processed, customers can track the shipping status using the provided tracking number. Upon

the product's arrival, customers have the opportunity to provide reviews or testimonials about the purchasing experience.

b. User as Seller

The purchasing and renting process on the seller's side can proceed when the customer has completed the payment, and the seller has received payment for the costume purchase or rental. After that, the seller securely packages and ships the items, which are then handed over to the shipping company. The order can be considered complete once the product has been received by the customer without any return requests. However, if a return request is made, the product will be returned to the seller.

2. Program Coding

The process involves developing the application program according to the previously designed layout.

3. Application Testing

Testing focuses on the logical and functional aspects, ensuring that all components have been tested and that the output produced matches the intended outcomes.

CONCLUSION

The PESONA application (Exclusive Platform Stylish Otentik Nusantara) represents a significant breakthrough in facilitating more effective collaboration among stakeholders in the Jember Fashion Carnival sector and the Nusantara fashion industry. PESONA is designed with the primary goal of overcoming existing barriers in the fashion industry, resulting in the creation of an efficient and effective integrated marketplace. Entrepreneurs can easily promote, sell, and expand their product reach through PESONA, ultimately enhancing the image and sustainability of the Nusantara fashion industry as a whole. Therefore, it can be concluded that PESONA has great potential to bring about positive change in the Nusantara fashion industry and accelerate progress towards Inclusive Economic Transformation. This application not only contributes to advancing inclusive economic growth in the fashion sector but also enhances the welfare of society.

LIMITATION AND RECOMMENDATION

The PESONA application (Exclusive Platform Stylish Authentic Nusantara) represents a revolutionary solution in facilitating collaboration among stakeholders in the Jember Fashion Carnival sector and the broader Nusantara fashion industry. However, there are certain limitations and areas for improvement that need to be acknowledged. Firstly, there is a possibility that the transition to using PESONA may face resistance from stakeholders accustomed to traditional methods of promotion and sales.

Further research in the form of comprehensive training programs and educational initiatives is needed to facilitate smoother integration. Additionally, disparities in technological accessibility across various regions may hinder

widespread adoption, necessitating cooperation with governments and private entities to enhance digital infrastructure and connectivity. As a result, this research can continue and assist Jember Fashion Carnival costume business owners specifically with the application and contribute to the broader research as well.

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