



# Character, Innovation, Entrepreneurial Behaviour: Entrepreneurial Case Study of Graduates of the Diploma Fashion Design

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**Abstract.** This research aims to analyse the characteristics, innovations, and entrepreneurial behaviour of graduates of the fashion design diploma. This research is a case study. The research method is qualitative descriptive. The research population is the entire graduate of the Fashion Design diploma. Sampling techniques are carried out in a purposive way. The number of respondents was 52 graduates of the Fashion Design diploma. The method of data retrieval uses questionnaires and interviews. Questionnaires use a scale of 1 to 4. The interview method is used to describe data that has been interpreted quantitatively. To describe the data of each variable, statistics are used. The use of descriptive statistics aims to find the highest, lowest, mean, and median scores. The results of the research showed the entrepreneurial character of Fashion Diploma graduates in accordance with their competencies, namely in the field of fashion design. Innovation is carried out both on products, services, and marketing. Innovation in accordance with the trends and needs of the community. Entrepreneurial behaviour has independence, optimism, hard work, creativity, disciplined, realism, productivity, and confidence.

**Keywords:** Character · Entrepreneurship · Innovation · Entrepreneurial Behaviour

## 1 Introduction

Entrepreneurship plays a role in driving economic growth and job creation. Entrepreneurship is an alternative to overcome unemployment, because entrepreneurship opens up opportunities for new jobs [1]. In Gana Entrepreneurship is seen as important to overcome poverty [2, 3]. Entrepreneurship in Indonesia is currently being improved. The government drafted a presidential draft for the development of National Entrepreneurship as well as derivatives of the Job Creation Law and PP no. 7/2021 which will focus on producing new entrepreneurs. The target ratio of entrepreneurship in Indonesia in 2021 is 3.55% and 3.94% in 2024. The strengthening of entrepreneurship is carried out through collaboration between universities and industry. It aims to increase innovation and creativity to produce products that have a high value. The development of business partnerships is also carried out through business meetings between investors, start-ups/entrepreneurs, and various other stakeholders.

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The study of diploma graduates who carry out entrepreneurship shows that all graduates do entrepreneurship in accordance with their respective competencies and abilities. The role of competence obtained during college is the basis for graduates to do entrepreneurship. Fieldwork experience provides knowledge and inspiration for graduates to do entrepreneurship in the field of fashion design. One of the determinants of entrepreneurial activity is fast and effective in applying competencies [4].

Fashion is evolving all the time. Fast fashion trends are growing new entrepreneurs and fighting over each other's markets. Contrary to fast fashion, it is being promoted and developed slow fashion. Fast fashion attaches importance to quantity over quality, while slow fashion is producing clothes to be durable and can be worn at any time. This opportunity becomes a reference for graduate entrepreneurs. Can be the choice of the type of graduate entrepreneur. Graduates have competencies in the fields of fashion, Creative fabric, fashion production, marketing, and digitalization in online sales. The basic competencies possessed by graduates are the basis for innovation. Graduates apply their knowledge and skills to impact society through new innovative entrepreneurs so as to create jobs [5].

Graduates do entrepreneurship according to their understanding and abilities. Graduate entrepreneurs vary, including online businesses, boutiques, fashion houses, sewing services, and fashion illustration. Entrepreneurial behaviour varies, ranging from taking inspiration from designers, and business actors in the field of fashion and in the online market. So are the innovations they make. The entrepreneurial behaviour is not obtained when they go to college, but as the entrepreneur goes on they find the behaviours that need to be done so that the business succeeds in obtaining profits and getting regular and increasing customers. The behaviour of graduates in dealing with the situation is various ways to overcome it. This behaviour needs to be dug up. What kind of behaviour can show evidence of graduate entrepreneurship Likewise as the type of business chosen by graduates. Graduates choose the type of entrepreneurship has different reasons. The entrepreneurial behaviour of graduates is supported by the ability and courage of students to make efforts that are currently trending and many people need. The efforts made to apply the competencies of each graduate are different because their level of competence is also different. What efforts are made by them to determine the type of entrepreneurship and innovation requires data so that it can be described properly. The external environment that can influence graduates to entrepreneurship are employment, socio-economic situation and the development of fashion design in Indonesia and abroad.

The study of some research on the integrity of students or graduates showed the results that the knowledge, skills, and entrepreneurial mindset of students in Slovakia, Šúbertová and Kinžáková, found that almost two-thirds of business undergraduate students are interested in future entrepreneurial careers, one-third of them who have no entrepreneurial intentions, because the role of the family is not supportive [6]. Holienka et al. study focusing on the role of family entrepreneurship models [7]. Entrepreneurial intentions in relation to personality traits, there is no influence [8]. The study of the entrepreneurial characteristics of different professions suggests that entrepreneurial expertise can be beneficial for starting entrepreneurial activities, such as starting a new business or engaging in business activities with others [9].

Based on some of these studies, it is necessary to conduct research on the type of business, the character of innovation, and entrepreneurial behaviour of graduates of the fashion design diploma. This research contribution will be a contribution to the fashion design study program to improve the entrepreneurial curriculum and the behaviour of student companies in the study program. The novelty of this research is to describe the behaviour of graduates with a diploma in fashion design in entrepreneurship before graduation and after graduation. This research will also describe how graduates innovate in their entrepreneurship.

## 2 Literature Review

Entrepreneurial characteristics can be seen from demographic characteristics such as age, gender, education, and career experience, as well as psychological factors, cognitive abilities, and ethics [10]. Personal characteristics and value principles determine entrepreneurial activities, Personal characteristics include activities and hard work, responsibility, confidence, tendency to follow new things, cooperation, and the ability to manage. Entrepreneurship is the ability to turn ideas into action, plan and manage [11]. Council of members/extraordinary general assembly. Braga, Portugal, 17–20 November, 2011). With regard to planning and managing innovation is needed. Innovation is needed to apply new possibilities in creating goods of economic value [12]. Entrepreneurship as a functional activity, economic cooperation in the business environment, and entrepreneurship as a means of creating economic wealth, [12]. The conception of entrepreneurship is the ability of humans to organize business, implement innovations, and risk their own capital in fighting for profits [13]. The entrepreneurial environment includes financial policy, an open culture, and effective trading [14]. The concept of entrepreneurship is the ability of humans to organize business, implement innovation, and use capital to gain profits [4]. Entrepreneurship is a problem solver who can apply innovation and critical thinking in the face of challenges. They are believed to be able to find many solutions [15]. The most important factors in entrepreneurship are innovation competence, vocational competence, and adaptability to the development of society [16]. Innovation is an important resource that collaborates with labor and capital. Innovation creates sustainable excellence [17]. Innovation requires creativity. Creativity is the ability to think in new and imaginative ways, to identify and discover new entrepreneurial opportunities [18]. Creativity and novelty can be distinguishing features, which can provide personal satisfaction and maintain positive business growth. High motivation can support innovation. Motivation is one of the factors of entrepreneurship so that entrepreneurs remain sustainable, can maximize the desire to obtain entrepreneurial benefits [19] and improve self-evaluation, as well as self-efficacy [20] and confidence [21] including as one of the motivating factors of entrepreneurship so that entrepreneurship remains sustainable.

Entrepreneurs have a unique “entrepreneurial mindset”, encouraging them to look for opportunities [22]. The entrepreneur must find wisdom in his entrepreneurial condition [23], and be able to find, or define, new opportunities [24] and when they make choices [25]. In Pietro et al., where entrepreneurs get feedback from crowds, who can help develop or test new product/service ideas before launch [26]. User societies can make entrepreneurs benefit from the “wisdom of the crowd” - that is, collective skills and

community choices [27, 28] which give them useful insights. Entrepreneurs are open to opportunities, they are warier of new entrepreneurial ventures and they are more effective in recognizing, and leveraging, new opportunities of 2015 [29, 30].

### 3 Method

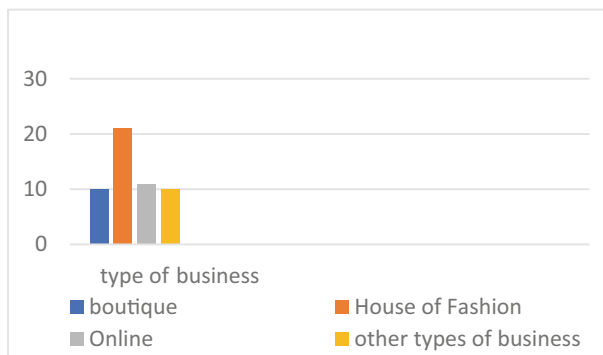
The approach used in this study is a mixed-method approach. Mixed methods are used to understand variables quantitatively, which are in the form of numbers and qualitative data in the form of descriptive details to describe the state objectively from the data that has been collected. The research population is d3 fashion graduates starting in 2015, 2016, 2017, 2018, 2019, and 2020. The sampling technique in this study is purposive sampling, researchers determine the sample that is considered representative of the population. The sample in this study was 52 graduates who had already done entrepreneurship. Data collection methods use questionnaires and interviews. The study used the instrument on the Likert scale. Questionnaires are given to research samples to answer. Furthermore, a grouping of samples that have the same characteristics is carried out. Interviews are conducted with representatives of groups of the same business characteristics. To describe the data of each variable used descriptive statistics to find the highest, lowest, and percentage scores.

## 4 Results

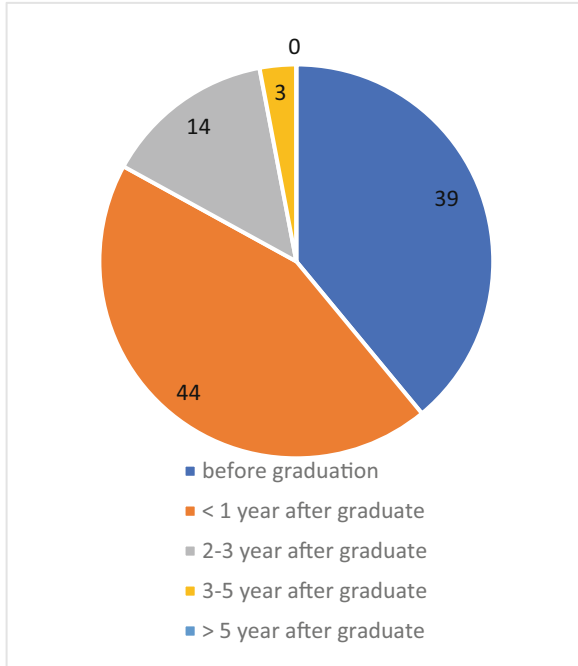
### 4.1 Business Type

Types of graduate businesses are Boutiques, fashion houses, Online Businesses, and other businesses. Custom-made Casual fashion clothing store, convection, rental atelier, sewing, and convection services.

The business field of most custom-made ready-to-wear is wedding dresses, and party dresses. Graduates receive orders for party fashion or bridal fashion. Some customers come without carrying a design and some more come with a design. In general, the asking material is provided by the owner, but some carry cloth as the main material.



**Fig. 1.** Type of graduate business.



**Fig. 2.** Business start time

While other additional fabrics are left to the owner to prepare it. Graduates also produce party fashion and bridal fashion, for rent. So their efforts are not limited to costume-made clothing, but casual clothing types are also an alternative that is done on the sidelines of costume-made fashion orders. The next type of business is Muslim fashion, convection, hijab, craft, and accept sequin installation orders. There is 1 (one) graduate engaged in fashion illustration Fig. 1.

Year starts to make an effort can be described in Fig. 2.

Entrepreneurial graduates before graduation and 1 year after graduation reach 50% more. The average of graduates is already entrepreneurial, the type of entrepreneurship is online and tailoring services. Then developed to have a fashion house business, with limited customers. Graduates who start entrepreneurs between 2 to 5 years. Graduates choose internships while working in the industry where they practice industrial work. After working for 2 to 5 years they begin to be independent of entrepreneurship. The average type of entrepreneur of a fashion house with costume made and tailoring services.

Business profits in the field of fashion at the beginning of the year are still low because their business is still unknown or has not received the trust of the public. The orders they work on are limited to friends, neighbours, and customers. Profits have now increased because their efforts have begun to be known by the public. In addition, the existence of social media and online sales strongly supported the acquisition of orders, and their products began to be known by the wider community Fig. 3.

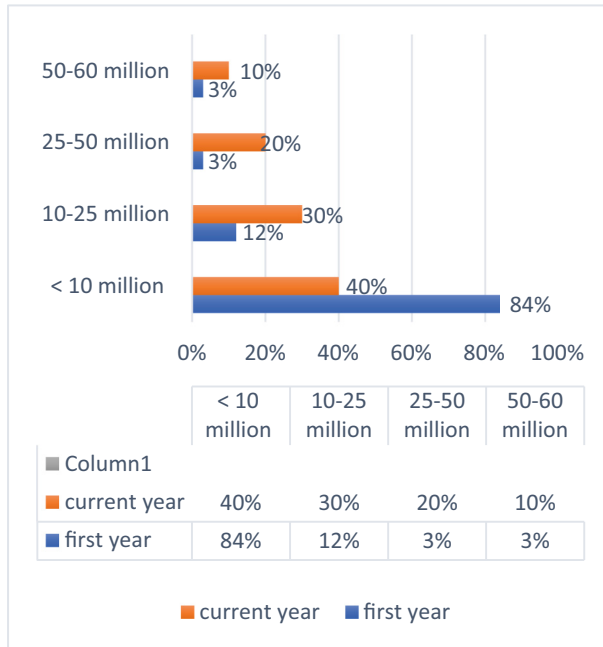


Fig. 3. Business profits in the field of fashion

### 4.2 Business Innovation

This graph as mentioned in Fig. 4 shows that the innovation of graduates in entrepreneurship, on average is very good. The percentage is very good very high, in every aspect. Innovation in the good category in some aspects is inferior to the excellent category. While the category is quite good is very minimal, although there are some graduates who feel that innovation is still enough.

Likewise, for the category of not good, no graduate who responds to this is not good. This means that graduates in carrying out entrepreneurship in the field of fashion design innovate to improve their entrepreneurship.

### 4.3 Entrepreneurial Behaviour

Figure 4 shows the entrepreneurial behaviour of graduates of the diploma in fashion design.

Entrepreneurial behaviour is an important part of entrepreneurial activities. Entrepreneurial behaviour is human behaviour in identifying and exploiting opportunities through business development and development. Entrepreneurial behaviour has the opportunity to develop and increase understanding, knowledge, and skills to improve human resources, especially in achieving capacity as an entrepreneur. The entrepreneurial behaviour of the average alumni is in the category of excellent and good. Very good behaviour has the highest concentration. Next is the category of good behaviour, according to the respondents' answers. Entrepreneurial behaviour in

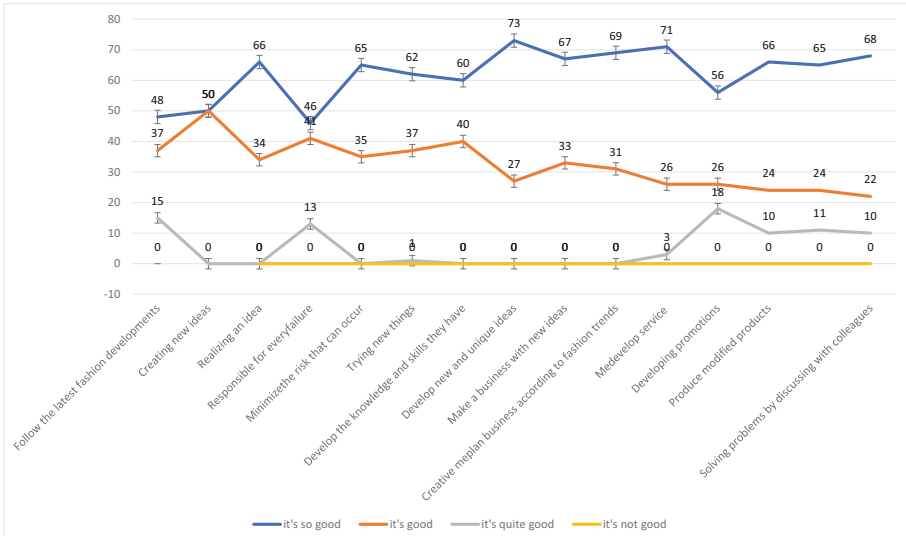


Fig. 4. The innovation of graduates in entrepreneurship

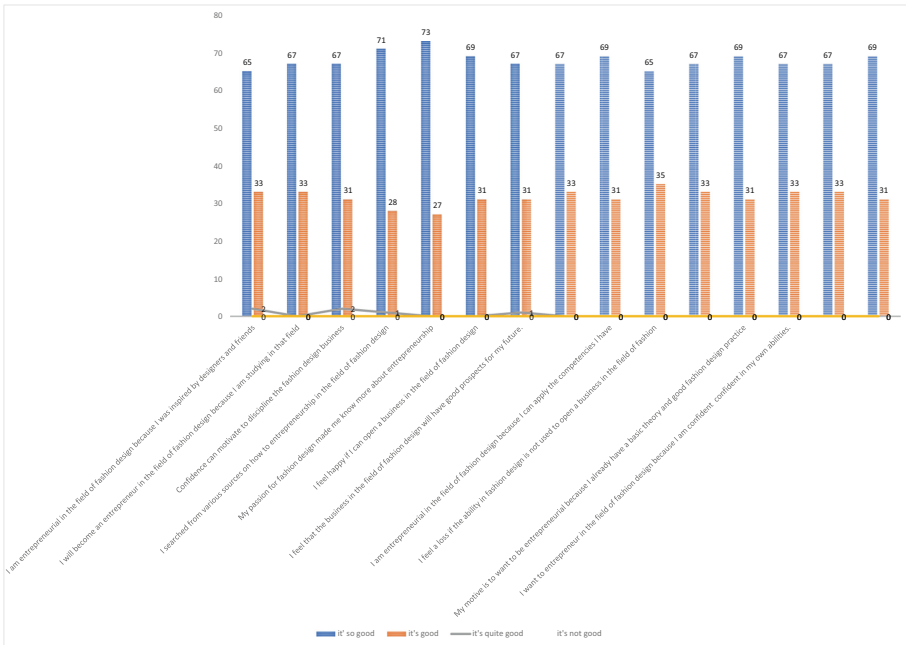


Fig. 5. The entrepreneurial behaviour of graduates

the category is quite good but has a very small percentage. Respondents did not have entrepreneurial behaviour in the category of unfavourable Fig. 5.

## 5 Discussion

### 5.1 Business Type

The type of business is in accordance with the competence of the respondent. The impact of this type of entrepreneurship is for entrepreneurs to produce competitive products [31]. Respondents do entrepreneurship with the provision of abilities and skills possessed. The competence possessed by respondents can be a lot of entrepreneurial types in the market. This type of boutique business dominates graduate entrepreneurs. A distinctive feature of the study program is custom-made. Party fashion and bridal fashion are the final work of respondents during college. This spectacular work is very much in demand by the upper-middle class, so it is interested in making clothes for respondents. Fashion house entrepreneurs are also in demand by respondents. The choice is because the manufacturing process is easier and faster. Entrepreneurial characteristics play a key role in identifying and exploiting opportunities [32] Consumers from various circles. The clothes made are casual fashion. Convection is also one of the options for entrepreneurship. The need for uniforms is widely obtained from schools and some socialites. This type of online sales business is also in great demand by respondents. This type of business is a great opportunity since the outbreak of online shopping. Very effective and efficient, easy to get orders or potential buyers. There is one respondent who is engaged in entrepreneurial fashion illustration. This type of business is a rare type of business. It is needed by fashion design. Graduate entrepreneurship is supported by the ability and courage of students to do business that is currently trending and many people need. Furthermore, an approach focused on practical experience helps to increase entrepreneurship [32]. Action and direct attention to doing entrepreneurship, namely starting a new business and becoming an entrepreneur [33]. It captures an individual's sense of initiative and attitude toward challenge, perseverance, and determination to complete challenging tasks [34]. Education significantly affects the environmental awareness of employers in Ghana as entrepreneurs who achieve higher levels of education tend to be environmentally sensitive and strengthen employment [35]. Formal and informal institutional structures and networks in determining the entrepreneurial landscape are important [36]. Entrepreneurial type decision making is very important for the success, and survival of entrepreneurial activities [36].

### 5.2 Entrepreneurial Innovation

Innovation can be interpreted as the process or results of the development or utilization, of skills and experience to create or improve products (goods or services). Fashion product innovation is creating new products that can meet the needs and desires of consumers so that interest arises. Product innovation must be able to create a sustainable competitive advantage. Innovation refers to traits such as updating, changing or creating processes and products, as well as ways of doing things so that they become more effective. In a business or business context, this means implementing new ideas, improving existing services, and making other products more dynamic. Fashion entrepreneur innovation is carried out by respondents to produce fashion products or perform services that are needed by consumers and are currently trending. That is, products or services in fashion



entrepreneurship have adjusted to fashion trends and people's needs. Innovation develops when finding situations that suit competence [4]. Competency innovation is a core element in creating and capturing market value in the entrepreneurial process. Competency innovation can be found in product development or an entirely new invention [38]. Respondents as entrepreneurs at all times create new ideas and realize these ideas. The new ideas refer to several things, namely product functions for consumers, safety, and social. So they have tried new things. They are responsible for what is done. Risk-taking and innovation, positive and significant influence on the entrepreneurial tendencies [39].

Another innovation carried out by graduates is to run a business independently and cooperate with others. The product or service is always well planned. Entrepreneurship studies in Thailand show that product innovation is needed to improve new products/services and maintain competitiveness. Accelerating and facilitating product innovation required a supportive environment. Innovation will not work without initial support [40]. Some problems that arise when planning and running this business, respondents by evaluating these problems and finding solutions, and minimizing the risks that will occur. Respondents also discussed with colleagues to exchange experiences about the case experienced. Openness to experience, as one of the dimensions of the five constructions of a great personality, refers to those who are intellectually curious, imaginative, and creative; this dimension is considered an important trait of the entrepreneur [41]. Open behaviour towards new ideas and external information can be obtained from others. This can be an innovative solution. The company will encourage others to share their information, ideas, and knowledge with the team [42]. Exchanging experiences with others in the process of idea-making, promotion, implementation, and reflection of experiences, can help identify ideas that do not work and that are suitable for adaptation [43]. Graduates innovate product marketing offline and online. Offline is done to consumers who are close to spreading advertising. Online marketing is done through several social media Facebook and Instagram. Marketing is also done at Shopee. It is important for entrepreneurs to create or implement technologies that bring new products or services to market to achieve competitive advantage and build their teams to influence business performance [44]. Creative and innovative entrepreneurs form new technology-based business performance [35].

### 5.3 Entrepreneurial Behaviour

Entrepreneurial behaviour is the action of an entrepreneur in running his business. Entrepreneurial behaviour is supported by internal factors, namely: competence, education, background, entrepreneurship, work history, age, thought process, and motivation, while external factors include the physical, economic, social, and policy environment. The history of work that inspires entrepreneurs to respondents is where they practice fieldwork. They were inspired by the designers of the street vendors. They provide their work experience and profile that can be adopted. The competency factor in the field of fashion strengthens respondents to be confidence in the type of business that is pioneered. Applying quality hard skills in creating innovative solutions, is a good prerequisite for creating and marketing products [45].

Competence eventually became their favourite in fashion. Fond of looking for fashion inspiration, and used as a reference to develop a business. Thus, they can get to know

more about fashion entrepreneurship. This effort is very much loved by them. With a sense of pleasure, they can be motivated and eager to entrepreneurs. Confidence and confidence have better prospects in the future. Confidence and leadership in making decisions in work and self-regulation affect the success of the business [46]. Believing in one's active influence helps increase motivation to achieve success [47]. Aspects of emotions, cognitive parameters, entrepreneurial ability, and how relationships with the surrounding environment affect the assessment of entrepreneurship [48].

They are increasingly pursuing the fashion business. Designers from home and abroad also inspire them, this is a supporter of environmental factors. In Wenzhou, young people have a tendency to do business because of the influence of the local environment that encourages entrepreneurship. Freedom and independence to make decisions in work related to independence related to entrepreneurial intentions [45]. They watch fashion shows both offline and online. They also learned some references from the world's designers about the design and the type of business. Other references are always sought to pursue this field. The number of fashion businesses today arouses their desire to be more active in entrepreneurship in the field of fashion design, so as to maximize their personal potential. Entrepreneurs make them freer to do various things they want and can be responsible for the progress of their business. Motivation to get feedback from the community, and motivation to utilize the community as a performance-enhancing partner [49–53]. This can be utilized to make minimum amounts of updates or provide forums to interact proactively with potential buyers.

## 6 Conclusion

The type of graduate entrepreneurship is in accordance with competence. They have knowledge and skills in the field of the fashion design business. The types of businesses vary, but still in a fashion design environment. The type of business is chosen based on the experience gained when practicing fieldwork in the industry. As a source of business inspiration, graduates also learn some fashion design by visiting exhibitions, fashion shows, and window shopping. In carrying out their business they cooperate with sesame graduates, they also often discuss entrepreneurship with designers. Innovation is always carried out both in making products and in service. The planned product is in accordance with the needs of the community and is homogenized, so it is different from the original product. The entrepreneurial behaviour of graduates, always developing their products, marketing with online marketing.

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