



# Virtualization of Garment Marketing During the Covid-19 Pandemic in Jakarta

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**Abstract.** After the pandemic, the fashion business in Indonesia experienced an increase, especially in department stores which recorded an increase in profits compared to the previous year. A global strategy was implemented in Indonesia, namely the virtual fitting room (VFR). Still, its use was only by micro-small and medium size enterprises (MSME) fashion garments. This study explored the use of fitting rooms in fashion consumption patterns in Indonesia during the Covid-19 pandemic, which was safe and convenient to use and suppress the spread of the virus. This study also examined the role of conventional fitting rooms and fashion consumption models during the Covid-19 pandemic. This research utilized data in the form of observations at several department stores in Jakarta to observe the use of conventional fitting rooms, as well as interview data with observers, actors, and bystanders in the fashion business in Jakarta. This study indicated (a) the conventional pattern of shopping for garments (using a fitting room) was still typical and in demand. (b). fashion marketing in Indonesia applied hybrid fashion marketing, a combination of virtual and sensory. There was a link between the use of fitting rooms and increased garment and fashion sales, especially during the pre-pandemic and post-pandemic periods.

**Keywords:** Virtual, Fitting Room, Fashion, Garment, Design.

## 1 Introduction

The Covid-19 pandemic that hit the world in 2020 has had a global impact, including the economic and trade sectors, especially in the fashion garment retail field. The consequences of the digital era have made physical distances and regional boundaries non-existent. The absence of these boundaries means the pressure on this sector will be extensive. The fashion business has a long chain from raw materials in the form of yarn spinning, cloth weaving, and dyeing to the creation of ready-to-wear garments sold in shops in traditional markets to leading malls. Disruption of any one of these links will have an overall impact on the fashion business. During the Covid-19 pandemic, the fashion marketing chain experience considerable pressure when many countries, including Indonesia, restricted human movement physically. This policy forced many business-to-consumer (B2C) marketing to close and fashion industry transactions to switch to other alternatives. This pressure on the marketing sector has a broad impact

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on the entire garment chain, so the survival of many businesses is also threatened. Adjustments to garment marketing methods are needed during the pandemic to overcome this problem, one of which is how to try on clothes to be purchased through the fitting room.

Widyatmojo [1] said that the fashion industry would adapt by eliminating conventional fitting rooms, which are then replaced with VFR. This opinion confirms that this VFR is necessary as an effect of globalization, as described above. The use of VFR has been carried out by the world fashion industry, as mentioned by Tavares [2]; this system is carried out in Brazil as a method of marketing goods online. The description above did not last long because, according to Hamdhi [3], one of the leaders in the fashion industry is the Matahari Department Store, which in October 2022 had an increase in net profit of 140.1%. The same thing is conveyed by Soenarso [4] that the Ramayana Department Store experienced a rise in net profit of 189.97%.

Still, according to Hamdhi [3], Matahari Department Store 2023 targets to open 12-15 new stores. This information illustrates that conventional local marketing still has good prospects. Different steps are taken for the marketing of garments produced by MSME. Bank Indonesia and KEMENKRAF are mentioned by Silawati [5] to encourage breakthroughs in creating VFR to increase MSME marketing, especially during the G-20 event in Bali. This effort aims to increase the capacity and capability of MSMEs to penetrate the global market. In general, Mayasari [6] reveals that banks are looking at MSMEs to increase loans because this assistance contributes to rising bank loans that increase employment. In line with the above opinion stated by Sri Mulyani as written by Masitoh [7], strengthening MSMEs will impact the resilience of the Indonesian economy in facing the threat of recession. Pink [8] says that the world recession affected the garment and textile business groups and needed attention from the government.

The increase in garment sales, which experienced stagnation during the Covid pandemic, is carried out using virtual visual merchandising (VM) technology. This phenomenon is the future for VM, which handles the aesthetics and arrangement of goods in conventional and online stores. So, to increase the fashion business in Indonesia, the problem that must be solved is.

1. What virtual media does fashion retail use in Jakarta during the Covid-19 pandemic?
2. How can virtual fitting rooms increase the growth of fashion retail after the Covid-19 pandemic?

Virtual, according to the Indonesian Dictionary, is referred to as appearing or presenting using computer software. Virtuality is referred to by Hayles [9] p.13 as the cultural perception of objects that are interpreted by information patterns. Based on (VFR) the description above, the virtual in question presents objects with computer software as information patterns in the form of cultural perceptions.

## 2 Method

This paper used an artistic approach with a critical theory paradigm to see the connection between design and the shopping behavior of Indonesian people. The observed

case study was the shopping behavior of the people of Jakarta. The object of this research was the fitting room, and to see its use, Jean Baudrillard's critical theory was used to look at consumption by forming a connection between an image sign and a code - consumption of goods by Baudrillard related to simulacra, an imaginary perspective of reality by not presenting reality. The phenomenon of consumer culture was seen as a symptom; therefore, Sigmund Freud's psychoanalytic theory was used, which divided the phenomenon into three parts: id-ego-superego. According to Thurschwell [10], the id was an unstructured and unformed desire. The id was unconscious, so it was more like a basic biological natural desire, which was brief, short term, and must be yes. Examples of the id were lust, sex, and instincts. The ego was consciousness, the aspect that contained logic and rationality. The id and ego ran simultaneously, attracting each other because they were based on two different sets of instincts, on the one hand for pleasure, and on the other hand, for self-defense and self-preservation. At the same time, the superego was an aspect of value outside the individual that suppressed it in the form of value rules from society. The superego had high moral and social standards used to correct symptoms in the id and ego.

### 3 Discussion

The first article on virtual fitting rooms was written by Lee, Hanna, and Yingjiao Xu 2019 [11]. This paper was descriptive qualitative research utilizing library data and a behaviorist psychological perspective. This paper assumed that VFR provided an opportunity for the fashion industry to allow consumers to try their products virtually. Unfortunately, this method was not widely used because of concerns about the accuracy of the size during the simulation. This paper provided input that fashion companies could use VFR by identifying and adopting VFR solutions that suited their target users.

The second article is the work of Vermaak, M., & de Klerk, H. M, 2017 [12]. This paper used qualitative data with a sociological approach to the functionalism paradigm, concluding that fitting rooms were important in millennial women's decision-making, emphasizing functional and aesthetic aspects. For young consumers, the physical element or sensory experience, functionality, or beauty of the fitting room had an essential meaning in the experience of using a fitting room.

The third article was by Moroz, M., 2019 [13]. This paper was qualitative research with an exploratory (constructivist) approach and used content and sentiment analysis. This study concluded that the use of VFR in the Y generation was shown as an attractive solution, but they were hesitant to use it. In addition, this study concluded that using two-dimensional VFR using AR technology had a more significant market opportunity.

The garment was one of the three primary human needs. Today's consumption patterns on garments no longer meet basic needs but continue to increase in number and function. According to Baudrillard [14] p.7, consumption was a language and sign system in primitive societies that revered and worshiped this symbol. According to this opinion, the era's transition has not changed the purpose of humans consuming goods. Regarding this consumption pattern Baudrillard [14] p.77 mentions homo oeconomicus, which was a condition in which humans lived in deprivation in abundance, which

produced a formal ratio for the search for happiness without the slightest doubt to get satisfaction. The contextualization of goods consumption in Baudrillard's concept was aimed at finding happiness. Regarding this happiness, Sutrisno [15] p.263 called Baudrillard's consumption concept a statement establishing self-identity in a sign system.



**Fig. 1.** Virtual fitting room. (Source: <https://retail-vr.com/fr/en/solution-face-a-la-covid-19-la-nouvelle-cabine-dessayage-virtuelle/>)

### 3.1 Virtual media for marketing fashion retail in Jakarta during the Covid-19 pandemic

The fashion industry in today's new-normal era is already experiencing globalization. Ritzer. G [16] mentioned a condition where individuals and communities could not adapt, innovate, and maneuver. This condition was very relevant to the conventional fashion trade in Indonesia when malls and shops were busy again and showing movement in the new-normal period. The strategy for dealing with globalization was glocalization [16]. This glocalization saw that the world was in diverse, pluralistic conditions and encouraged individuals or communities to adapt, innovate, and maneuver. The current Covid-19 pandemic has pushed the fashion industry and marketing to enter the globalization phenomenon. In this situation, Indonesia could not adapt to innovation and made maneuvers.

In contrast to Indonesia, several countries have implemented virtual fitting rooms (figure 1), a strategy to overcome the problem of limiting activities of trying on gar-

ments in fitting rooms to prevent transmission of Covid-19. This solution has been implemented in several world fashion industries. Observations made by the author in several malls and department stores in Jakarta showed that people still have a great interest in shopping for garments and trying on the garments they would buy in conventional fitting rooms. The increase in the use of fitting rooms was also seen in several leading department stores in Indonesia [3][4]. The garments that were tried on in the fitting room were still a reflection (signs and markers) of a successful transaction, as seen from the increase in sales. In Baudrillard's view, consumer culture was a simulcratic activity; consumption was unrelated to production. This view emphasized that every artifact activity is not a subject-object relation. Hence, in Baudrillard's opinion, the garment no longer represented who the user was but only a signified (object) without a sign (subject).

The fitting room was a space in the store used to try on garments [17]. I observed that the fitting room was a facility in the store and was used to try on garments—the use of the fitting room by Rosid as a visual merchandiser for PT. Bina Busana Internusa Jakarta (interview 2023) was said to play an essential role in selling garments because most fashion transactions always used fitting rooms. In my observations, the department store's fitting room was a small room with a mirror and clothes hangers and was equipped with a cloth curtain as a cover. Rosid (interview 2023) stated that selling garments using conventional fitting rooms was still popular with people in Jakarta because potential buyers could see and touch the stitches, types of materials, and models directly. This opinion aligned with the article above, which mentioned increasing retail garment sales through conventional stores.

The vital role of the fitting room in garment marketing made a see-touch-buy process occur. This see-touch was how the prospective buyer decided whether to buy. In this process, referring to Lacan's understanding, a dialectical occurred between the ego, id, and superego. This ego was associated with the emergence of an image or picture due to the id, which was unconscious, and the superego, which was pressure and necessity. In the case of buying garments in a conventional fitting room, the structure (image) of the prospective buyer as the subject was formed.

Rosid (interview 2023) stated that VFR was the future of fashion retail, but it had not been utilized in Jakarta. It seemed that the use of VFR did not have its urgency yet because Indonesian fashion consumers had sensory behaviors to touch it directly to ensure the feel of the textile texture, observe patterns, and examine the stitching of clothes in detail. This 'touch' activity determined the decision to buy garments or not.

In line with the opinion above, Rizky, a visual merchandising practitioner (interview 2023), said that VFR was not commonly used in Indonesia. Indonesian consumers still needed conventional fitting rooms, although they did not rule out the possibility of VFR in the future. This condition referred to the Covid -9 pandemic when shopping centers were empty of visitors. According to Rizky (interview), VFR would only start with top fashion brands, especially ready-to-wear garments, targeting users who needed practical and simple shopping activities. In the future, it seems that marketing garments using VFR would be a difference in visual merchandising strategy, especially in touch, which changes to see-see-buy and encouraged changes in arranging merchandise/visual merchandising (VM) to fashion styling and graphic designing.

Pikania Dewi called a different opinion as the visual merchandising manager of PT. Kawan Lama Sejahtera (interview 2023). She said fitting rooms before and after the Covid-19 pandemic were still in use; several leading fashion brands, such as the Mitra Adi Perkasa (MAP) group in Jakarta, made this facility exclusive and comfortable. Particular specifications for fitting rooms were also mentioned by Ebster, 2011 [15], where fitting rooms were made differently based on gender and also use furniture that makes fitting room users very comfortable. These two similar opinions explained that brands in Jakarta followed the same applicable values applied globally.

Regarding using VFR in Indonesia, Pikania Dewi said that no garment brands use it because it takes time to change people's shopping habits. Pikania gave an example of when the Covid-19 pandemic hit, all in-person shopping activities had to be closed and switched to online shopping (online fashion stores), so sales stagnated. The fashion business during the pandemic, especially for well-known brands, was in a slump, which could be seen from several of its main outlets in shopping centers that were discontinued.

Pikania Dewi (interview 2023) believed that consumer behavior had not changed before-during-and after the pandemic; at least, this could be seen from the small contribution of online garment sales to the department store she manages. The primary sales are still in the form of selling garments directly and utilizing conventional fitting rooms. Pikania Dewi (interview 2023) added that online and hybrid fashion sales strategies depended on the profile of the fashion brand because not all brands could be marketed online. Some large fashion retailers, such as department stores, have implemented a hybrid strategy. Regarding the current use of fitting rooms, according to Pikania Dewi, this could be done in a hybrid way by combining the use of conventional fitting rooms and the use of technology which was far more in line with the shopping habits of the Indonesian people. According to Pikania Dewi (interview 2023), hybrid shopping techniques are now mandatory for retailers because online and offline activities are linked into one unit. Hence, consumers even start shopping before setting foot in a fashion store. Based on the three opinions above, it could be concluded that consumers in Jakarta still used conventional fitting rooms.

The process of selling garments at department stores in general in the form of see-touch-buy (figure 2, section a) was a conventional model. In this model, the part that played a strategic role was the fitting room. The function of the fitting room was still needed. It determines the decision to buy a garment, especially the see-touch aspect, where at this stage, consumers can observe the details of the quality of the garments they would buy. The *Id* stage in conventional garment purchases occurs when the potential buyer sees the garment directly, observes it, and holds it. At this stage, potential consumers were interested because of stimuli like models, colors, and textures, either directly or indirectly. The next stage was *ego* when consumers thought logically and rationally. The *ego* was the stage where consumers considered being interested in size, price, discounts, etc. At this stage, consumers could experience directly in the store. The last stage was the *superego*, where the consumer chooses a garment by considering values outside of himself, such as whether a garment is appropriate to wear. According to Freud, these three stages ran simultaneously in dialectical dynamics, so the culmination of this activity was the sale of garments.

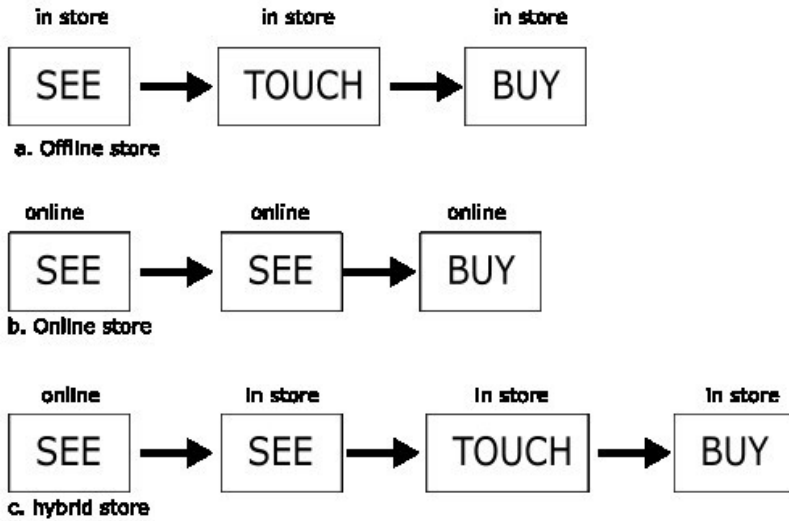


Fig. 2. See-touch-buy process scheme

During the pandemic, selling garments at the department store was a see-see-buy (figure 2, section b). Because garment sales were carried out online, the function of the fitting room had switched to digital in this sales model. The id stage occurred with online shop media selling garments with a smartphone/computer screen graphic display. The garment offered at this stage only displayed colors, motifs, and shapes. Meanwhile, at the ego stage, the information accessed was logical and rational by obtaining information on product prices, discount sales programs, promotions, etc. The ego process was still in the 'see' stage. The third stage was the superego, where the potential consumer juxtaposed the last two pieces of information with values outside of himself, such as appropriateness, rules, and values. This stage was still ongoing in the 'see'. The process of capturing this phenomenon moved dynamically and dialectically within the prospective buyer. When finished, the decision appeared to buy or not. The last process, 'buy' was done virtually.

During the post-pandemic period, the sales process at department stores was see-see-touch-buy (figure 2, section c) sales were carried out in a hybrid manner. In this model, the seller used the conventional fitting room again. The id stage occurred simultaneously, and prospective buyers saw garments virtually utilizing a smartphone or digital application. At this stage, the 'see' of a garment was shown in appearance, which could be seen in the form of colors, motifs, and shapes. Then proceed with stage two in the form of ego, when potential consumers see more details of the products offered in the form of prices, discounts, and promotions. In the second 'see', armed with the information and symptoms obtained in the first 'see', potential consumers compared the id-ego-superego obtained in offline stores with 'touch'. They looked at the garment's seams, joints, and texture by trying them on in the fitting room. So 'buy' as the final stage was a hybrid shopping experience journey from digital online to offline.

The hybrid sales strategy in Jakarta continued to utilize its fitting room as a medium for the dynamic dialectical process of determining a garment purchase. Department store retailers continued to operate conventional fitting rooms as the primary means of making shopping decisions and used fitting rooms as a symptom of dialectical dynamic change.

With the opening of several new outlets, the bustling Indonesian fashion retail business still needed fitting rooms that implement hybrid shopping activities, changing from virtual spaces to reality. This hybrid shopping culture had begun to provide an alternative for forming VFR in the private sphere towards the public sphere. This space spanned the id-ego-superego, the three of which had not changed before-during-and after the pandemic because, in principle, these three values remained the same.

This phenomenon was consistent with Ebster's opinion, 2011 [18] that shopping decisions after see-touch-buy and using the fitting room were the result of integration with the fitting room and the ambiance atmosphere, starting from decoration, furniture, sound, aroma to lighting. The appearance of a department store could not be separated from visual merchandising. Morgan [19] stated that VM was responsible for managing the store so that the items displayed were thematic and trendy offline and online. The reopening of many shopping centers, including department stores in Jakarta, showed that trade transactions in the fashion sector were experiencing adjustments in shopping habits. Fashion consumers in Jakarta still viewed shopping centers, malls, and department stores as the final destination for fulfilling consumption desires. The post-pandemic period took place as a shopping journey that started from the digital space to the actual room because shopping activities were not only about meeting basic needs but also about recreation.

The online fashion shopping model (figure 2b) had different target markets and shopping goals. They were consumers who already knew the specifications for the model type and the correct size. Instantly, the dynamic and dialectical process occurred because people generally had positive shopping experiences. Small retailers (MSMEs) mostly use this online shopping model in running their businesses and trading.

### **3.2 Fitting room to increase sales after the Covid-19 pandemic**

Researcher has widely studied the phenomenon of cultural globalization that rode on market diversity during the pre-covid-19 pandemic. Giddens in Martin [20] reminded us of its political and economic impact on society. This threat seemed to be happening much faster and more massively than predicted, at least during the Covid-19 pandemic. People were forced to change their ways and habits, especially in living life, including consumption habits. The description above was not exaggerated and aligned with what Ritzer [16] called an adaptive ability to maintain existence. During the period of restrictions on community activities, all physical activities were also limited, including the consumption of fashion products. During the pandemic, this adaptive ability appeared as a form of customary adjustment. Still, it did not necessarily change the level of people's need to consume garments and fashion products. This situation could be seen in how the people in Jakarta had not changed their view of the fitting room as a decision-making space for buying garments and fashion products.



Meanwhile, the form of adjustment to new habits was the see-touch-buy model, which did not change because the sensory aspect (touch) still had an important role. Symptoms that appear in the identity structure continue simultaneously to form a balance between wants, needs, and pressures. This conclusion simultaneously reinforced the consumption phenomenon mentioned by Baudrillard [14], that consumption did not change due to the changing times.

It was not an exaggeration that the consumption pattern of garments and fashion products during the Covid-19 pandemic did not change. The sluggish market and trade conditions were a phenomenon of slow response from traders, where contact between sellers and buyers did not occur smoothly. What Baudrillard [14] referred to as language and sign systems during the pre-pandemic period could be produced and transmitted by fashion manufacturers through trends. The production of trend symbols and language during the pandemic was disrupted because many facilities, such as showrooms, fashion garment outlets, window displays, and fitting rooms, could not be opened physically.

The model of marketing garments and fashion products where buyers did not meet directly with sellers was at least commonly practiced at the end of the 19th century. They did marketing using brochures, advertisements, and then sent via post [21]. So, the see-see-buy shopping model existed long before the online (virtual) shopping model was carried out during the Covid-19 pandemic. Compared to the conditions of the 21st century, the garment and fashion market has taken advantage of information technology with a global market share, so there should be quite a large opening for trade opportunities. In the 19th century, fashion buyers in Batavia only received limited information about products shipped from Europe. They also did not use sensory experiences when they decided to shop. This fact was clarified by Johnson's opinion [22], which mentioned the role of dominant cultural institutions in economically and culturally determining values and norms. Cultural institutions decided the norms of garments. The institution determined when the garment was used and who could wear the garments. The dominance and control of cultural institutions became the basis for Batavian fashion consumers at the end of the 19th century, relying on sensory 'touch'.

At the beginning of the 20th century, the cultural institution controlling dress norms in Jakarta was Western [23]. Still, the same thing did not happen in the 21st century, where the VFR phenomenon in the West did not occur in Jakarta. Referring to Ritzer's opinion [16], global phenomena in the West did not annihilate local cultures but instead influenced each other and provided exceptional results. The consumption model for garments and fashion products in Jakarta was a hybrid that integrated virtual shopping models with sensory experience shopping models.

#### **4 Conclusion**

The garment was a primary need in human life, even though it occupied second place after food. The sluggish fashion business during the pandemic prompted a significant transformation in shopping culture, which had proven to have created a new culture in the fashion industry by making several adjustments. Fashion consumers in Jakarta were

offered several ways to shop conventionally (directly) and online by utilizing digital and in-person facilities. The way people shop in Jakarta has not changed. They had only experienced adjustments in their use which had demanded an expansion of fashion marketing that could and can be started from the private sphere to the public space and from the digital space to the actual room. Developing shopping models suitable for post-pandemic conditions revealed an expansion of display efforts by VMs, both conventionally and synergized with digital-virtual displays. The aesthetic offered was a hybrid aesthetic that could be present simultaneously in the world of reality and the virtual digital world; both complement each other as a unified fashion consumer shopping journey. Consumer culture in Jakarta had not changed because consumers of garments and fashion in this city had also not changed due to the vital role of cultural institutions controlling values. The Jakarta garments and fashion market had unique characteristics because apart from being global, it also had local features.

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