

# Reformulasi model bisnis bagi umkm busana muslim wanita relite lewat total product concept = Business model reformulation for women's muslim fashion brand relite through total product concept

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## Abstrak

**ABSTRAK**

Tesis ini merupakan pembahasan dari proses peningkatan kinerja pemasaran dan produksi dari UMKM RELITE lewat total product concept dan pemasaran di Instagram. UMKM RELITE telah lama berdiri namun beberapa tahun yang lalu mengalami kebangkrutan. Pemilik dari UMKM RELITE walau memiliki trauma yang besar berharap dapat kembali beroperasi dengan konsep baru yang lebih sesuai. Pengembangan konsep dilakukan dengan penciptaan brand, penyusunan proses produksi. Penciptaan brand dilaksanakan dengan pembuatan logo dan identitas, dan pembangunan produk dengan mengikuti alur produksi sandang lewat teori fashion production cycle. Instagram juga telah dibuat untuk memulai proses meningkatkan brand awareness dari RELITE

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**ABSTRACT**

This thesis is a written report of the process of increasing the productivity of a micro business named RELITE with the help of total product concept and marketing in social media specifically Instagram. RELITE has been standing as a business for years but has faced defeat several years ago. Shadowed by trauma, the owner of the business wishes for RELITE to run again with new concept that is more up-to-date. The concept building started by the making of its brand, and setting the production cycle. The process itself started from making logo and identity set then building the method of production via the fashion production cycle. Instagram also made for starting the brand awareness building.