

Innovations Products Children Working Brand Bilbil Kids in CV. Bilbil Berkah Sejahtera Bandung

Indra Wahyudi*, Budi Djatmiko

Manajemen Inovasi dan Universitas Teknologi Digital

Corresponding Author: wahyudiindra106@gmail.com

layanandjatismiko27@gmail.com

Article Information:

Received: 04 February, 2023, Accepted: February 09, 2024, Published: February 11, 2024

Abstract

Children's clothing is an important part of the fashion industry, which continues to grow. In recent years, innovation in children's clothing design and production has become a major focus for designers and manufacturers. This research aims to explore the latest innovations in children's clothing products, including designs adapted to children's development. The method used in this research is a comprehensive qualitative method from the results of analysis of several brands of children's clothing and interviews. It was found that forms of product innovation and innovative product development in Bilbil Kids prioritize the quality of raw materials for clothing and also product development is carried out using technical techniques. Sewing or sewing patterns used and speed in ordering custom clothing.

Kata kunci: Inovasi, Produk, Inovasi Produk

JEL Codes: G00, G1, G2

How to Cite:

Wahyudi, I., Djatmiko, B. (2024). Innovations Products Children Working Brand Bilbil Kids in CV. Bilbil Berkah Sejahtera Bandung. *International Journal of Business, Management, and Economics*, 5(1). pp. 74 – 83. DOI: <https://doi.org/10.47747/ijbme.v5i1.1665>

1. Introduction

This trend change is an opportunity and a challenge for children's clothing entrepreneurs by creating the trend itself so that as a brand of child clothing that has been standing since 2020 always create new designs that are unique and quality materials that are comfortable to be worn by children and different to meet the needs of child fashion. Innovation in children's clothing products is done to improve market competitiveness and add value to the product. Several types of innovations can be done in the children 's clothing business, including innovation in design, selection of raw materials, printing techniques on products, and marketing strategies.

In order to innovate a child's clothing product, you can consider several steps, such as the emergence of ideas, filtering, commercialization of products, and development. Innovation of a child's clothes product can include a new product, improvement of an existing product, or development of a product to replace an old one.

Product and service innovation became one of the main concerns in this research as innovation talks about gaining added value to competitive advantage and good performance. Innovation is how we can leave old habits to change into more profitable new habits. In addition to innovation and entrepreneurial orientation to improve marketing performance, companies must have a competitive advantage. The competitive advantage in a company can be gained by 4 considering superior values for customers, culture, and climate to improve efficiency and efficiency. The concept of competitive advantage cannot be understood in the way a company is viewed as a whole but must be based on the origin of its competitive advantages, i.e., the various activities carried out by the company in designing, producing, marketing, handling over, and supporting its products. Value chain analysis is more appropriate to investigate the competing advantages than added value (sale price minus the cost of purchasing raw materials) because this analysis can find out the values of all activities so that the origin or source of that competitive superiority can be known. From year to year, clothing recorded the highest output compared to other sectors; we can see the graph from 2011 to 2019.



Sumber: Badan Pusat Statistik (BPS)

lokadata
oleh Bilalgarid

Figure 1 Growth of Production of Made Clothing 2011-2019

Source: Badan Pusat Statistik (BPS)

The clothing industry is a large segment and is recording the highest production growth compared to other sectors during the first quarter of 2018, which is 29.19 percent compared with the third quarter in 2018. Meanwhile, this sector grew by 8.79% in the third quarter, the second highest after the furniture industry.

As one of the companies Clothing children's clothing, Bilbil Kids carried out product innovation to cope with increasing competition as well the design that production today still does not have the characteristic characteristics that bias are superior to its products, so Bilbil Kids provide a service innovation in the form of custom clothing service where this innovation

is done in order to meet the demands of consumers who do not rarely have children with forms that are too fat or too thin and also consumers asking for models according to their wishes with materials and models as well as sizes in accordance with their children.

2. Literature review

2.1. Product Innovation

Product innovation is the creation of new products that can meet the needs and desires of consumers, and the general inclusion of innovation means the process of adopting "something" by anyone who adopts it and as a process of creating a new product. Innovation is the process of realizing, combining, or bringing about an idea that is applied to a product or service. According to Damanpour, innovation is the identification of equipment, systems, laws, products, or services, new production process technology, a new structure or administrative system, or a new planning program to be adopted by an organization. (Soleh, 2008:33-35). According to Keegan and Gren, innovation is the process of obtaining resources with a new capacity to create value (Keegan and Gren, 2015). Product Innovation is the introduction of a new or developed product. (Keegan & Gren 2015).

Innovation has many important meanings that cover things that are innovation.

- a. Innovation is an innovation that results in added value for the user and increased value of the product, equipment, or service called the object of innovation. Application of changes to the product and the key to innovation success is to increase the value to the user.
- b. Innovation is the transformation of the existence of production with the fusion that ends in finished goods.
- c. Innovation as an excellence with innovation means creating an advantage in a new form. Innovation encompasses product innovation, process, method, technology and management.

2.2. Product Understanding

The product comes from the English product, which means something the labor force produces. A product can be offered specifically for attention, use, possession, or consumption to satisfy a desire or need. From this understanding, it can be concluded that almost everything that includes the production output is a real thing that can be seen, perceived, and felt. Since the product is a real thing, the kind is quite a lot.

A product is an offer from a company that satisfies or meets a need. (Kotler, 2016) also defines a product as an offer, saying that a product is everything that can be offered to the market to be noticed, bought, and used.

As far as the concept of a product is concerned, according to William J. Staton, a product can be understood as a set of physically connected attributes in an identifiable form. In general, a product is a set of real and non-real attributes that include color, price packaging, retailer precision, and service from factories and retailers that the buyer may accept as something that can provide satisfaction over desire.

According to Kotler, a product is offered, owned, used, or consumed to satisfy desires and needs including physical, place, people, services, ideas and organizations. According to H. Djaslim Saladin, products can be understood in three senses:

- a. In a narrow sense, a product is a set of physical and chemical properties that are inherent and assembled in a similar and known form.

- b. In a broad sense, a product is a set of tangible qualities that contain the price, colour, packaging, retailer prestige, factory prestige as well as the service provided and the retailer to the consumer in order to fulfil the satisfaction of the consumers and what they want.
- c. In the general sense, a product can be understood as any thing that is able to satisfy and also satisfy the needs or desires of human beings, whether it is tangible or intangible. (intangible).

Products are goods or services that can be sold and bought. In marketing, products are anything offered and can satisfy a need or desire. From the explanation above, it can be concluded that products are products or services sold and purchased to satisfy the desires and needs of physical places, people, services, ideas, and organizations.

3. Methode

The methodology used is qualitative approach or naturalistic research and analytical descriptive methodology. The descriptive method is a method of searching for reality with the interpretation of how to make a reflection of things' atmosphere or activity so that the type of research research problem matches, and this research does not try to assume. The next research is listed as a research problem, a claim (Mulyana, 2002) that "Problem research is the explanation and comprehensive description of things different views of a person, a group, a community, a program or a social environment."

Qualitative research creates descriptive information in the form of recorded sentences or words of many people as well as attitudes observed from the events involved. While thinking (Sugiyono, 2013) reveals the truth differently from experimental research, qualitative investigation examines the conditions of natural subjects by considering researchers as essential instruments, using purposive and snowball sampling of information bases as also methods of triangulation collection (combination), conducting inductive or quantitative information analysis, and distributing funds in the sense of generalization.

3.1. Data collection sources and techniques

Data source

A database is a point from which information can be obtained. A database is a place where information is obtained by using a specialized arrangement in the form of people, artifacts, or documents. For information base recording through question answer or observation is the result of a combination of looking, following, and asking. In qualitative research, these activities are experimental, planned and intended to obtain some necessary data.

The information base is the cornerstone in the meaningful way of research, because it is only by obtaining information that matches the way the research is going to go until the research obtains a response from the formulation of the problem that has been formalized. The information used in this research starts from two bases, which are:

1. Primary information is information obtained or collected directly from its source and some of its employees and clients.
2. Secondary information is an information base that indirectly shares information to the collector of information, whose character helps and shares data for research material.

Data collection technique

For (Ulber, 2009), data collection is obtaining empirical data through respondents by applying rules of special methods. In data collection activities, steps-stages that must be passed to obtain data and more complete information. For (Sugiyono, 2013), the data collection method can be tried with 3 methods, namely control, question answer, and determination. In this study, the observer applied three rules of method in data collection, namely:

1. Interviews with answers is a method of conversation to construct the incident, activity, group, urge, feelings and feelings tried by two parties, namely the interviewer who submits matters to the other person being interviewed. (interviewer).
 - a. Answer questions are used in the same way as data collection methods when an observer wants to conduct a study of an introductory to produce a problem that needs to be monitored and also when an observer wants to identify the condition of a more in-depth respondent and a small or small number of respondents. In this study, Cerpenis used a structured interview to ask planned questions.
 - b. this arrangement is because the interview can run open and, therefore, receive more information; the talk is not very intimate and does not cover both sides. So even if the observer has been using automatic methods in accordance with the development of the atmosphere of the question-answer itself,
2. Observation of control methods is monitoring the observer at the point of investigation. We can accumulate data when an event is interrupted and come closer to covering the entire event. A rule of control method can produce more detailed data about an action (value), object, or incident(point) than a rule in answering questions. Control facts are often helpful to provide additional information on topics to be monitored.(Yin, 2013).
3. Act documentation is a record that defines an empty incident. For (Sugiyono, 2013), an act can be a memo, a picture, or a monumental work of someone. The study results of answers and controls will be more reliable when assisted by complicated documents such as pictures, notes, and others.

4. Result and Discussion

Innovation is the introduction and deliberate application of a new idea, process, product, or procedure in a job, work team, or organization designed to benefit the job, working team, or organization. (West, 2000:18). Innovation is a non-linear process of two components that encompass the implementation of creativity and innovation. At the beginning of the process, creativity dominates and then, it will be dominated by the process of implementing innovation. Entrepreneurship innovation is divided into two types of innovation that make a profit for a business in different ways: product innovation and process innovation.

Kotler (2017:36) defines product innovation as a combination of various processes that interact with each other. Nasution (2005:44) states that product innovation is a new product or service introduced to the market. Product innovation is categorized as new products for the world, new product lines, additions to existing new product line, improvements and revisions of existing products, re-determination and cost reduction (Nasution,2005:44). Product innovation can be categorized more briefly into three categories (Lukas and Ferrel,2000:240):

1. Product extension is a product that is still familiar to business organizations but new to the market.

2. Me-too products A me-too product is a product that is considered new by the business but familiar to the market.
3. New-to-the-world products A new product is a product that is considered new by both the business and the company.

Product innovation is one type of innovation, in addition to process innovation, organizational innovation, and business innovation. Product innovation is a new product (goods or services) introduced to the market to meet its needs. (Damanpour, 1991). Product innovation has three characteristics: product excellence, product cost, and product credibility. Product innovation is the innovation used in the company's entire operation in which a new product is created and marketed, including innovation in all its functional/ useful processes. (Crawford dan De Benedetto: 2000).

The term innovation has always been interpreted differently by some experts. Barnett (1953) defines innovation as any new thought, behavior or thing that is qualitatively different from the existing form and is the basis of cultural change. From a business perspective, Mark Rogers (1998) defines innovation as applying new ideas to a product, process, or other aspects of a company's activity.

4.1. Product Innovation Process

The Innovation Process is a series of activities carried out by individuals or organizations, beginning to be aware or aware of the existence of Innovation until it is embedded in the business world; innovation as a process is described as a cyclical and continuous process that encompasses the phases of appreciation, adoption and diffusion and implementation.

De Jong & Den Hartog, 2010 in their book Sukmadi, explain that the process of innovation consists of:

1. Releasing ideas, including forming engineering plans and designs.
2. Problem-solving, i.e., making decisions and dissolving ideas into smaller components, solving the right choices for each problem, and considering selecting a method by measuring in the first phase that creates new inventions in innovation by raising and then applying it.

The innovation process is as follows:

1. Initiation means that this activity involves decisions within the organization to adopt innovation.
2. Development involves designing and developing products and planning innovation processes in the innovation phase, so this phase involves releasing ideas and solving problems.
3. Implementation is an activity that involves the application of design innovations that have been made previously in the development phase. (Sukmadi 2016:38-40)

4.2. Product Innovation Classification

According to Tjiptono and Chandra, generally, new product development activity can produce six new product types, namely:

- a. New to the world product. These are products that create an entirely new market and form the life cycle of a new product.
- b. New product line: New products for the company, but launched for existing markets.

- c. New product line new product that allows companies to expand the market they serve by offering different benefits.
- d. Improvement to existing products Products usually designed to replace existing product offerings.
- e. Technical development (Repositioning) The technical development enables a product to offer new applications and serve new needs.
- f. Cost reduction: A version of an existing product that can provide equivalent performance at a cheaper price level. (Fandy and Chandra 2017)

Some of the indicators of product innovation are:

1. Line extensions are products that produce companies that are not alien but relatively new to a market.
2. New product (me too, my product) for the company but not with the market.
3. New to the word product: A new product to the company and the market.

The factors determining the success of the product innovation strategy several important aspects need to be considered in formulating the product innovation strategy carried out by the company, namely managerial competence, the commitment of the company's leadership and active participation of employees, human resources competence (SDM), resarch and development facilities (R&D), information system network and timing of innovation. (Ellitan and Anatan 2009)

4.3. Innovation level

According to Fisk, there are three levels of innovation:

Cosmetic change: the lowest level of innovation, generally involving some modifications to products and services.

Context change: a more intelligent innovation on an existing theme, changing the current context like bringing a new existing product.

- a. Conceptual change: further innovation by rethinking existing business models to signify how things happen.

According to Kotler (2017:36), the main innovation-type approaches to the development of new products based on fixed market assumptions are:

1. Modulation-based innovation involves changing a basic characteristic of a product or service by raising or decreasing that characteristic. We generally refer to functional or physical characteristics. Here is an example of innovation based on modulation: banks, with monthly interest payments, free of charge with better staff
2. Scale-based innovation involves launching a concrete new product without changing anything but its volume. This policy has the advantage of enabling an increase in consumption or the quantity of usage. So innovation is based on scale well because it grows the market by facilitating the conversion of potential consumers into actual consumers.
3. Packaging-based innovation, where these innovations often involve the way a product is packaged and can change consumer perceptions, functions, or tastes of consumption of a product or service. For example, the chocolate milk that the company used to pack in a large cardboard is quite expensive, but with the high purchasing power rate of the

community, the milk is packaged in a variety of packages, one of which is in plastic packaging.

4. Design-based innovation, where these innovations often involve product, container or packaging innovation and the same size sold but the design or appearance modified. Example: A car company would launch the same product but with a different design or exterior on the car, so with the presence of design-based innovation expands the target market for a particular product or service by attracting buyers who prefer different styles.
5. Innovation is based on the development of complementary materials, where these innovations often involve supplementation involving the addition of supplementary materials or additional services to a basic product or service. For example, a snack company that adds sweets to their biscuits adds sugar and chocolate and marmalade.
6. Innovation based on power measurement, where these innovations are often based on reducing the effort not to change the product or service, but to increase the size of the market.

One example of a brand of children's clothes that is already famous and innovating

1. Bohopanna Fashion Baby and Child Brand local fashion children and babies that go international BohoPanna sold its products up to 1.6 million in May 2021 Boho Panna formerly known as BohoBaby proves that the design and quality of their clothing can compete globally in various countries in Asia, America, and Europe. In addition to its breathtaking breakthroughs and design innovations, BohoPanna is thrilling us with its super-complete collection from newborn to child.
2. Sabine & Heem Sabine and Heem The story of Sabine And Heem who succeeded after failed.
The power of the earth tone color with a classic yet trendy design is a feature of Sabine & Heem. It is also a quality material that guarantees that clothes can be worn quickly because of the timeless concept that is never out of date.
3. La Dolce Kids Brand children's clothes Brand local kids' clothing For those who love the eccentric appearance, the unisex brand from Bandung designed La dolce Kids provides a collection with unique patterns and pattern as well as bold colors. Like a combination of animal print motifs and stripes in colorful colors that are equipped with the latest accessories.

The three brands above are baby and child clothing brands that are increasingly competitive in offering clothes that are not only stylish but quality. A variety of breakthroughs and design innovations make a number of baby and children's clothing brands popular on the international market. From the brand Bohopanna, Sabine&Heem and La Dolce Kids clothing products are produced massively. While Bilbil Kids is a clothing company that is produced in mass as well as Custom and its scope is also quite limited. Unlike the three brands above whose clothing production activities involve large companies with mass production and no custom apparel products.

4.4. Product Prices for sale

The difference between the brand Bilbil Kids (Clothing) and the brands Bohopanna, Sabine & Heem, and La Dolce Kids (Apparel) from the price aspect. Clothing has a relatively more affordable price compared to clothing.

4.5. Product images and design

Published by:

Furthermore, there are differences in the designs that exist on each product. Overall, clothing products have a simple and minimalistic design. Meanwhile, apparel you can find has a fashionable, varied, as well as up to date design.

4.6. The quality of the products sold

You can also distinguish clothing and clothing products from their quality aspects. Apparel has superior quality because it passes through the manufacturing process. Moreover, manufacturers usually set strict stages of quality control. Different from clothing to normal standardization.

4.7. Clothing and Apparel Target Market

Next, there are clothing and apparel differences in terms of product target marketing. Apparel has an extensive market coverage. For example, you can find clothing products from the Bohopanna, Sabine & Heem, La Dolce Kids brands that are marketed globally. Meanwhile, clothing has smaller segments and are usually more specific.

5. Conclusion

Based on the results of the analysis, it can be concluded that, in general, the activities carried out by Bilbil Kids include innovation activities that include different activities with mass products or products, Apparel that can not be customized Design, custom sizes of children's clothes, custom materials according to customer's wishes. For innovation activities in product development, Bilbil Kids preferred the quality of raw materials clothing, and also the development of products on sewing techniques or sewing patterns used as well as speed in custom clothing orders.

In the concept of product innovation, it is necessary to add a motive or model that is characteristic of Bilbil kind so that innovation activities can produce more striking results and become attractive and more valuable in front of customers.

Reference

- Anatan, Lina dan Lena Ellitan. (2009). Manajemen Inovasi (Transformasi Menuju Organisasi Kelas Dunia). Penerbit, CV. Alfabeta Bandung
- Armstrong, Gary and Philip Kotler. (2017). Marketing : An Introduction. 13th ed. England: Pearson Education Limited.
- Barnett H G (1953). Innovation: The basis of cultural change. Mc. Graw Hill Book Company
- Crawford, C. Merle; Di Benedetto, C. Anthony. 2000. New Products Management, Sixth Edition. McGraw-Hill, New York
- Damanpour, F. 1991. Organizational Innovation: A Meta Analysis of Effect of Determinants and Moderators. Academy of Management Journal, 34(3): 555-590.
- Danang Sunyoto. 2012. Dasar-dasar manajemen pemasaran. Cetakan Pertama. Yogyakarta : CAPS.
- De Jong, J., & Den Hartog, D. (2010). Measuring innovative work behaviour. Creative and Innovation Management, vol. 19(1), hal. 23-36.
- Tjiptono, Fandy dan Gregorius, Chandra. 2017. Pemasaran Strategik. Edisike-3. Yogyakarta: Andi (Anggota IKAPI)

-
- Keegan, Warren J. and Mark C. Green. 2015. *Global Marketing*. 8th ed. London: Pearson Education Limited.
- Kotler, Philip and Kevin Lane Keller. 2016. *A Framework for Marketing Management*. 6th ed. London: Pearson Education Limited.
- Lukas, B.A. and Ferrell, O.C. 2000. The Effect of Market Orientation on Product Innovation. *Journal of the Academy of Marketing Science* DOI 10.1177/0092070300282005, Vol.28, No.2 (2009).
- McDaniel, B.A. (2002). "Entrepreneurship and Innovation: An Economic Approach". M.E. Sharpe. Inc, New York.
- Michael, A. West. 2000. *Developing Creativity In Organizations*. Yogyakarta: Kanisius
- Mohamad, Soleh. (2008). "Analysis of Innovation Strategy and Its Impact on Corporate Performance (Case Study: SMEs Manufacturing in Semarang City)", Thesis, Diponegoro University,.
- Nasution, M.Nur. 2015. *Manajemen Mutu Terpadu (Total Quality Management)*. Jakarta: GhaliaIndonesia.
- Rogers, Mark. (1998). *The Definition and Measurement of Innovation*, Melbourne Institute of Applied Economic and 1998.
- Sugiyono. (2013). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Bandung: Alfabeta.
- Sukmadi, "Inovasi dan Kewirausahaan Edisi Paradigma baru Kewirausahaan", Bandung: Humaniora Utama Press, 2016

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)

