

# Gen Z's Passion for Apparel Products in East Kalimantan, Indonesia

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**Abstract**— Gen Z has different characteristics from previous generations, such as millennial, Generation X as well as baby boomers. In addition to having a negative side where Gen Z does not have the strength to survive in his work, it also has several good characteristics including having financial literacy knowledge, having independence, having an understanding of Pancasila values, maintaining local culture, developing quality in the face of global competition in the 5.0 era., generation Z in Indonesia which is considered to uphold a collectivist culture, happiness is closely associated with the achievement of goals, happiness felt by relatives, especially with parents. With the demographic bonus and the potential possessed by Gen Z, it is also necessary to know what order is purchased by Gen Z to meet his needs so that it can be used as a reference to take business or business opportunities. Fashion products are included in the category of products most purchased by Gen Z, which is 37.40%. It is necessary to see how Gen Z chooses fashion products, especially in choosing the right bags. The method used in this study was a qualitative descriptive method. From the results of the analysis, it was found that Gen Z in choosing sling bags and tote bags was different in terms of emotional appeal, design and function. The design of the sling bag has many decorations, it gives less pride and is less comfortable to carry things. Tote bags provide their own versatility, simple design and strong enough to carry goods.

**Keywords**—Favorites, Gen Z, Products, Apparel, East Kalimantan.

## I. INTRODUCTION

Generation Z or Gen Z is a group of individuals born between 1997 and 2012. This generation grows up with the development of such advanced technology. They are the generations that grow up in the digital age, where technology and social media have become an essential part of their lives. Gen Z has different characteristics from previous generations, such as millennial, generation X, and baby boomers. With 70.72% of its population in productive age (15 to 64 years old), Indonesia enjoys a demographic bonus, which is expected to help the country reach its golden age by 2045 (IDN Research Institute,

2022). Besides having shortcomings including not having the strength to survive in his work, Gen Z has several good characteristics including having financial literacy knowledge (Muaviah et al., 2023), having independence (Arum et al., 2023), having an understanding of Pancasila values (Joshelyno et al., 2023)(Gasim, 2024); , maintaining local culture (Fauzi Swarna et al., 2024), developing quality in the face of global competition in the 5.0 era (Nurul & Hasibuan, 2022), suka dengan sesuatu yang berbau teknologi, modern dan praktis (Nurachma, 2024). Generation Z in Indonesia who is considered to uphold a collectivist culture, happiness is closely associated with the achievement of goals (goals), happiness felt by relatives, especially with parents. (Sulastri & Kusuma, 2022), gen Z

With the demographic bonus and the potential possessed by Gen Z, it is also necessary to know what order is purchased by Gen Z to meet his needs so that it can be used as a reference to take business or business opportunities. According to the order of products purchased by Gen Z in succession, namely snacks & Beverages, fast food, internet data & phone charge, personal care & grooming, multivitamins, skincare, hangout, premium subscription, fashion shopping, makeup and prepaid games. Fashion products are included in the category of products most purchased by Gen Z, which was 37.40%. It was able to be interpreted that fashion products were one of the opportunities to become a business or business in meeting the needs of Gen Z.(Consulting UMN & Kompas.com, 2022)

According to Industry Minister Airlangga Hartarto at the opening of Indonesia Fashion Week (IFW) 2017 in Jakarta, Wednesday (February 1, 2017), that the fashion industry contributed greatly to the country's foreign exchange, national GDP and labor absorption. Based on BPS data, the export value of fashion products in 2015 reached USD12.11 billion with the main markets of the United States, Europe and Japan. Furthermore, the contribution of the fashion industry to national GDP was 1.21 percent. Meanwhile, as a labor-intensive sector, the fashion industry was able to absorb a workforce of two million people or 14.7 percent of the total workforce in the industrial sector. (Azilia, 2017)

In the category of fashion products, the highest sales were fashion products, shoes and other display accessories. In addition to fashion and shoes, other complements such as bags also developed over time. History shows that in the 1950s the post-war economic boom gave a rise to the fashion revolution spearheaded by the new Dior look. And in the 1980s, consumerism exploded, and style maximized so that it was the glory of fashion as well as to communicate the style of its owner the fastest was with handbags. (Bosnia, 2018)(Lister & Cary, 2021)

In developing products, including fashion products, currently the most important thing is to meet consumer preferences or choices, one of the methods that can be used to find out people's choices for a product is the kansei engineering method. Some product development research that used the kansei engineering method is footwear products, portable cutlery products, table clocks made of bamboo, furniture products, batik motifs, culture-based products, packaging products; PECEI products and also bus way seat products. This kansei engineering method is different from other product development methods because this method is very detailed to refer to the emotions of the intended user. While other methods try to explore how consumers want to develop a product, it only comes to aspects that can still be said to be basic aspects, such as function, aesthetics in general and the technical or system used. However, the kansei engineering method goes deeper down to adjectives that represent the expected choices for the development of the product itself. After obtaining adjectives that are sufficiently representative of the desired product development, a questionnaire is made again about examples of products that represent the adjectives that have been chosen by consumers. So that it is right on target between what consumers want and the development to be carried out.(Haryono & Bariyah, 2014)(Yuniar, 2017)(Shergian & Immawan, 2015)(Lei et al., 2015)(Shyafary & Andansari, 2019)(Setyaningrum et al., 2014)(Suzianti & Aldianto, 2020)(Delfitriani et al., 2023)(Najib et al., 2017)(Hasil et al., 2021)(Mahbubah & Jeanette, 2023)(Jumadi & Reza, 2023). With the above background, it is necessary to see how Gen Z chooses fashion products, one of them is choosing bags.

## II. METHODS

The method used in this study was a qualitative descriptive method. Where a questionnaire was distributed to Gen Z as many as 50 people to answer questions about tote bags and 34 people for sling bags. The questionnaire was distributed in the East Kalimantan area, especially in Samarinda City. From the results of the questionnaire answers obtained, the order of the respondents' choices on the design, function and emotional appearance for each tote bag and sling bag was made.

## III. RESULTS AND DISCUSSION

### A. Respondent Data

Table 1. shows based on research conducted showed that 32 people of tote bag respondent was female and 18 people was male.

Table 1. Tote bag respondents by gender

Genre	Amount	Percentage
Male	18	36%
Female	32	64%

Table 2. shows based on research conducted showed that 21 people of sling bag respondent was female and 13 people was male.

Table 2. Sling bag respondents by gender

Genre	Amount	Percentage
Male	13	38%
Female	21	62%

Table 3. shows based on research conducted showed that the age of respondents for the tote bag questionnaire was 17 by the age of 16 years, 14 by the age of 15 years, 14 by the age of 17 years, 2 by the age of 14 years, 1 by the age of 18 years, 1 by the age of 19 years and 1 by the age of 25 years respectively.

Table 3. Tote bag responders by age

Age	Amount	Percentage
25 years	1	2%
19 years	1	2%
18 years	1	2%
17 years	14	28%
16 years	17	34%
15 years	14	28%
14 years	2	4%

Table 4. shows based on research conducted showed that the age of respondents for the tote bag questionnaire was 2 by the age of 27 years, 2 by the age of 23 years, 2 by the age of 21 years, 12 by the age of 20 years, 7 by the age of 19 years, 7 by the age of 18 years, and 2 by the age of 15 years.

Table 4. Sling bag respondents by Age

Age	Amount	Percentage
27 years	2	6%
23 years	2	6%
21 years	2	6%
20 years	12	24%
19 years	7	14%
18 years	7	14%
15 years	2	6%

Table 5. shows based on research conducted showed that the tribe of tote bag respondents was 21 by the tribe of Jawa, 1 by the tribe of Manado-Padang, 1 by the tribe of Sunda, 1 by the tribe of Banjar-Bugis, 9 by the tribe of

Banjar, 1 by the tribe of Kutai-Bugis, 1 by the tribe of Dayak, 5 by the tribe of Kutai, 5 by the tribe of Bugis, 2 by the tribe of Banjar-Jawa, 1 by the tribe of Padang, 2 by the tribe of Banjar-kutai, and 1 by the tribe of Jawa-Bugis-Banjar-Dayak.

Table 5. Sling bag respondents by tribe

Tribe	Amount	Percentage
Jawa	21	42%
Manado-Padang	1	2%
Sunda	1	2%
Banjar-Bugis	1	2%
Banjar	9	18%
Kutai-Bugis	1	2%
Dayak	1	2%
Kutai	5	10%
Bugis	5	10%
Banjar-Jawa	2	4%
Padang	1	2%
Banjar-kutai	2	4%
Jawa-Bugis-Banjar-Dayak	1	2%

Table 6. shows based on research conducted showed that the tribe of sling bag respondents was 4 by the tribe of Banjar, 1 by the tribe of Bima, 19 by the tribe of Jawa-Bugis, 3 by the tribe of Jawa-Paser, 2 by the tribe of Mandar, 3 by the tribe of Banjar, and 2 by the tribe of Bugis.

Table 6. Sling bag respondents by tribe

Tribe	Amount	Percentage
Banjar	4	11,7%%
Bima	1	2,9%
Jawa-Bugis	19	55,9%
Jawa-Paser	3	8,8%
Mandar	2	5,9%
Banjar	3	8,8%
Bugis	2	5,9%

*B. Respondents' Preferences for Sling Bags*

From the results of the questionnaire distributed through the Google form, it was found that the respondents liked the sling bag in terms of emotional appeal, design and function. Table 7. shows based on research conducted showed that in terms of emotional appeal from thirty-four (34) respondents, where respondents strongly agreed that using a sling bag was boastful there were 5.9%, agreed there were 5.9%, neutral there were 47.1%, disagree there were 20.6% and strongly disagree there were 20.6%. For the second emotional appear, namely confidence, there were 11.8% of respondents who strongly agreed, 11.8% who agreed, 29.4% who stated neutral, 26.5% who disagreed and 20.6% who strongly disagreed. The third emotional appeal is character, according to 8.8% very single, 17.6% agree, 35.3% neutral, 17.6% disagree and 20.6% strongly disagree. The last emotional appeal was popular where 8.8% of respondents strongly agreed, 20.6% agreed, 29.4% expressed neutral, 23.5% disagreed, and 17.6% strongly disagreed.

Table 7. Respondents' answers to emotional appeal sling bags

emotional appeal	Amount	Percentage
<b>Proud</b>		
Very agree	2	5.9%
Agree	2	5.9%
Neutral	16	47.1%
Not agree	7	20.6%
Very not agree	7	20.6%
<b>Confident</b>		
Very agree	4	11.8%
Agree	4	11.8%
Neutral	10	29.4%
Not agree	9	26.5%
Very not agree	7	20.6%
<b>Character</b>		
Very agree	3	8.8%
Agree	6	17.6%
Neutral	12	35.3%
Not agree	6	17.6%
Very not agree	7	20.6%
<b>Popular</b>		
Very agree	3	8.8%
Agree	7	20.6%
Neutral	10	29.4%
Not agree	8	23.5%
Very not agree	6	17.6%

Table 8. shows based on research conducted showed that in terms of design, whether the sling bag is modern or simple, respondents answered 5.9% strongly agree, 14.7% agree, 29.4% neutral, 26.5% disagree and 23.5% strongly disagree.

Table 8. Respondents' answers to the design of the sling bag

design	Amount	Percentage
<b>Simple</b>		
Very agree	2	5.9%
Agree	5	14.7%
Neutral	10	29.4%
Not agree	9	26.5%
Very not agree	8	23.5%

Table 9. shows based on research conducted showed that in terms of function, or ease of carrying, 17.6% of respondents strongly agreed, 5.9% agreed, 35.3% neutral, 14.7% disagreed and 26.5% strongly disagreed.

Table 9. Respondents' answers to the function of sling bags

Function	Amount	Percentage
<b>ease of carrying</b>		
Very agree	6	17.6%
Agree	2	5.9%
Neutral	12	35.3%
Not agree	5	14.7%
Very not agree	9	26.5%

From three aspects, for sling bags, Gen Z chose sling bags with designs that are not simple, but sling bags that have a design that has many details and decorations. In

terms of emotional appeal, Gen Z stated that using a sling bag did not make them proud, confident, characterful, and popular. Meanwhile, from the aspect of carrying comfort or function, sling bags for Gen Z were less comfortable to carry goods.

C. Respondents' Preference for Tote Bag

From the results of the questionnaire distributed through the Google form, it was found that the respondents liked the sling bag in terms of emotional appeal, design and function. Table 10. shows based on research conducted showed that in terms of emotional appeal from fifty (50) respondents stated that the tote bag gave a proud as many as 42% expressed strong agreement, 30% expressed agreement, 24% stated neutral, 4% stated disagreed and no one stated strongly disagreed.

Table 10. Respondents' answers to emotional appeal tote bags

Emotional appeal	Amount	Percentage
<b>Proud</b>		
Very agree	21	42%
Agree	15	30%
Neutral	12	24%
Not agree	2	4%
Very not agree	0	0

Table 11. shows based on research conducted showed that in terms of design of fifty (50) respondents, from the design aspect, that tote bags according to Gen Z were simple in design, as many as 30% strongly agree, 38% agree, 32% neutral, no one disagreed and strongly disagreed.

Tabel 11. Respondents' answers to the design of the sling bag

design	Amount	Percentage
<b>Simple</b>		
Very agree	15	30%
Agree	19	38%
Neutral	16	32%
Not agree	0	0
Very not agree	0	0

Table 12. shows based on research conducted showed from the aspect of function, namely the strength of the bag material, according to Gen Z that the tote bag was strong, there were 34% who say they were very strong, 28% who say they agreed, 26% who say they were neutral, 8% who disagreed and 4% who say they strongly disagreed.

Figure 12. Respondents' answers to the function of sling bags

Function	Amount	Percentage
Very agree	17	34%
Agree	14	28%
Neutral	13	26%
Not agree	4	8%
Very not agree	2	4%

Of the three aspects of tote bags, Gen Z chose tote bags because of their simple design, their strength in carrying good, and the proud of wearing them.

IV. CONCLUSION

From the research conducted through questionnaires and analyzed descriptively, it can be concluded that Gen Z in using fashion products, in this case bag products, there are differences in choices in using either sling bags or tote bags. In terms of design, Gen Z wants a design that has a lot of decorations for sling bags while for tote bags they want a simple design. This can be connected to the fact that Gen Z likes modern, so a simple tote bag so that it still looks strong with a modern impression, then the design is more suitable and simpler. In terms of emotional appeal, Gen Z considers using a sling bag not a matter of pride, on the contrary, using a tote bag has its own pride. In terms of function, namely ease and power to carry, Gen Z considers that using a sling bag is not easy enough to carry goods, while a tote bag is a strong bag to carry goods.

Thus, the next research that needs to be carried out is the development of tote bags and sling bags with a kansei engineering approach so that the user's favorite choices can be detected and can be applied so that they are on target and sold more quickly in the market. In the stages that can be done, it is to create a differential semantic questionnaire 1 to get the kansei words that users expect from the visual teabag and sling bag, and to create a semantic questionnaire 2 which aims to associate the design desired by the user with the kansei words that have been obtained previously.

Design development needs to be done because currently the competition between manufacturers is getting fiercer and also currently the market is increasingly segmented, instead of products that are made in bulk assuming all the desires of consumers are the same. Everyone has their own choices, so that with the Kansei Engineering approach to product development, it is hoped that it can be more targeted.

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