



# CERTIFIED INDEPENDENT STUDY PROGRAM AT PT. LACORRE LOKA MAYA AS A STUDENT LEARNING FACILITY IN THE FIELD OF DIGITAL FASHION EXPORT

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## Abstract

*The economy includes the production, distribution and consumption of goods and services, as well as the resource allocation system in a country. Economic growth is important in the development and welfare of society. International business refers to cross-border economic activities that involve the exchange of goods, services, or information. The fashion industry in Indonesia shows strong resilience to economic changes. Exports, one of the drivers of economic growth, will experience a decline in November 2023. To support exports, especially by SMEs, training and digitalization are needed. Certified Independent Study is part of the Independent Campus program which aims to provide opportunities for students to learn and develop themselves through activities outside of the lecture class, but is still recognized as part of the lecture. PT Lacorre Loka Maya (LaCorre) collaborates with the Export School in the Digital Fashion Export program, aimed at creating new exporters from among students. This program is carried out in a hybrid manner with learning, practical and exhibition activities. Students learn various aspects of exporting through mentoring, export lectures and practicums. The results of this program include increasing knowledge, attitudes, general and specific skills in exports, with the aim of making Indonesia the world's main exporter by 2045.*

**Keywords:** *economy, international business, exports, independent studies, digital export fashion*

## 1. INTRODUCTION

The economy is an activity related to the production, distribution and consumption of goods and services. The economy can also be interpreted as a system that regulates and allocates resources, services and goods owned by both individuals and organizations in a country. Economic growth is one of the benchmarks in the process of development and economic development in a country which is able to increase the welfare and prosperity of society in terms of per capita income. Economic progress reflects positive achievements in a country's economic development, economic growth can act as an explanation for other macro indicators, such as inflation rates, unemployment rates, poverty rates, and so on (Hodijah, 2021). International business is an economic activity that involves the exchange of goods, services, or information between individuals, companies, or countries operating within a country. In this case, international business focuses on the global aspect of economic activity, where the business itself is involved in trade or cooperation activities in several countries.

Exchanges in international business can involve the export of goods and services. International business itself requires a deep understanding of cultural differences, laws, regulations and global market conditions. Companies must understand the values and cultural norms of consumers in their markets and ensure that their marketing strategies reflect local preference values (Aji, Casha, Fatimah, & Munawaroh, 2023). In an increasingly digital world, more and more people are interested in fashion products. The influence of fashion and lifestyle trends is also increasingly widespread in various countries. Interestingly, the fashion industry in Indonesia has strong competitive resilience in facing changing business conditions and various economic crises (Ismanu & Kusminarti, 2019).

*Certified Independent Study Program at PT. Lacorre Loka Maya as a Student Learning Facility in the field of Digital Fashion Export*

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Economic growth can be driven by various factors, one of which is exports. According to Law No. 17 of 2006, exports are the activity of removing goods from the customs area. According to Mankiw (2016), exports are defined as the activity of selling goods and services from one country to another (Natasya, 2023). In November 2023, exports were worth US\$22.00 billion or a decrease of 0.67% compared to exports in October 2023 and a decrease of 8.56% compared to November 2022 (Central Statistics Agency, 2023). This decline in export figures could be an indicator of a decline in international trade activity or the presence of certain factors that influence foreign demand for Indonesian products.

Indonesia is expected to support the growth of export value primarily through SMEs by providing training to SMEs and utilizing digitalization to facilitate access for SMEs throughout Indonesia to reach export markets. This wide open export potential is also an opportunity for the younger generation, especially students, which can be used as a long-term business and a promising source of income. The younger generation who understands developments in the digital world more easily makes the global marketing process easier by utilizing various platforms such as social media and e-commerce.

Independent Study is an activity that students can do together with other students (cross-disciplines are allowed). Activities carried out under the coordination of the supervisor can be a complement or replacement for the courses that students must take. Certified Independent Study is part of the Independent Campus program which aims to provide opportunities for students to learn and develop themselves through activities outside of the lecture class, but is still recognized as part of the lecture.

PT Lacorre Loka Maya (LaCorre) is a digital-oriented learning institution under the Arrbey business group. In collaboration with the Export School, LaCorre held Digital Fashion Export training. This program provides an opportunity for Indonesian students to get involved in the export ecosystem by becoming professionals in the export sector, and ultimately becoming new exporters of fashion products through the use of digital technology. To increase learning effectiveness, LaCorre has developed a learning management system on the digital platform [www.lacorre.skolah.com](http://www.lacorre.skolah.com) known as LMS (LaCorre Learning Management System).

LaCorre and the Export School have a mission to make Indonesia the world's main exporting country by 2045. The target is that by 2030 it is hoped that there will be at least 100,000 qualified export professionals produced from programs at universities, which will be an important basis in realizing Indonesia as the world's main exporter. From the explanation above, the author wants to know more about the Certified Independent Study program at LaCorre in producing young Indonesian fashion exporters through the independent study program at LaCorre.

## **2. METHOD**

Students or participants in certified independent study programs at PT. Lacorre Loka Maya carries out activities in a hybrid manner, namely online and offline. Classes are divided into two sessions every Monday to Friday, the morning session starts from 08.00-09.30 WIB and the evening session starts from 19.00-20.30 WIB. However, there are several options for students or a limited number of participants to get the opportunity to take part in export practice activities offline. The arrangement of activities that will be carried out includes individual learning and final assignments in the form of teams or groups. Learning in the Fashion Export Digital Vocational Independent Study program includes online and hybrid activities. Online learning consists of synchronous sessions such as mentoring, Export Lectures, practicums, and exams; as well as asynchronous learning which includes presentation of material (Asynchronous Export Learning/AEL), Hotwood Series (HWS), and Daily Assignment. The biggest part of synchronous learning is mentoring. This involves:



1. Discussion of modules that have been studied asynchronously with the guidance of an expert mentor,
2. Practical discussion with Practical Mentor,
3. Product development discussions with experienced Product Mentors, and
4. Discuss the difficulties faced by participants with the Class Mentor.

Regarding groups, students are given the opportunity to determine groups based on their own choices. Then, student groups can decide to become new exporters by prioritizing fashion products. Asynchronous learning is online learning that is not face-to-face, delivered in video form. This video includes a presentation of module material (AEL), reading export business articles (HWS), and discussion of general business issues (DOS/Dashboard of Export). Videos can be downloaded from the LMS, with independent assignments in the form of multiple questions in the Daily Assignment to ensure participant understanding. These tasks are then uploaded back to the LMS.

The educational and inspirational offline activity is called JJE (Export Roads), and can be participated in by all participants, especially those around the JJE location. At certain JJE events, especially those aimed at business matching, some of the best participants will receive scholarships to take part in JJE. During JJE, the learning schedule continues, with Export Lectures conducted in a hybrid manner, attended onsite by participants who attend JJE, and online by other participants.

### 3. RESULTS AND DISCUSSION

#### 3.1 Routine Activities

##### 3.1.1 Provision of Export Materials

In one week, 5 meetings are held from Monday to Friday starting with the presentation of material that has been provided by LaCorre in accordance with the competency module that has been prepared. In this activity, students gain export knowledge from several mentors appointed by LaCorre who have a good background in the world of international trade. The activities carried out in this learning are 1.5 hours of synchronous learning through online presentations delivered by mentors, discussion of case studies, and discussions related to the export material. After the meeting is finished, students can fill out daily reports on the Merdeka campus website regarding the material obtained from the learning. The knowledge and material obtained from this activity will be used as a guide and source of inspiration in completing work writing assignments according to the topics discussed in the module.

##### 3.1.2 Export Lectures

Export Lectures are activities to teach practical knowledge from export experts or practitioners such as successful exporters, CEOs, officials, ambassadors, ITC heads, and so on. This activity is routinely carried out every Thursday of every week. Starting with sharing experiences for one hour, then continued with a question and answer session or discussion facilitated by the mentor and Principal of the National Export School. The knowledge and topics obtained from these activities will be used by students as a source of inspiration in completing writing assignments according to the topics discussed in the module.

##### 3.1.3 Writing on Export

Writers or participants from the LaCorre Export School Independent Study are required to create written works and video narratives on export topics which are provided along with practical assignments which are provided regularly every 2 weeks. Through this assignment, it is hoped that students will be trained to speak in front of the camera and use a video editor application to edit videos with a more attractive and informative appearance that can be used as a background for the narrative. The obstacles that are often faced are students' lack of ability to master the topics given and also video editing that is not optimal because it is not supported by

adequate equipment. However, this assignment gives students insight and knowledge in planning export businesses to develop and the latest news on developments in Indonesia.

### **3.1.4 Practice**

The practicum is structured in the form of group and individual assignments with a mentoring system. The following are the practicum topics carried out during the Independent Study program running in one semester:

1. Product Export Development
2. Branding and Packaging
3. Onboarding on the Digital Platform
4. Export Global Mapping
5. Business Matching
6. Company Profile and Offering
7. Online Marketing Strategy
8. Export Documentation
9. Business Push the Pedals
10. Export Business Plan

With this practicum activity, students are expected to be able to show the development of export practices which have been presented through reports which are proof of the success of students' mastery of the material taught during the program. Examples of this evidence include documentation in the form of photographs of the products being carried, product packaging designs, company profile documents and elements included in the attachment sheet. Then, students are asked to submit the report and evidence to the mentor and upload it via the LMS to obtain approval from the designated mentor to obtain approval regarding the accuracy and suitability of the practicum with the assessment criteria set by LaCorre.

When writing a practicum report, it is possible that there will be many obstacles faced by the writer and the group. The obstacle that is often faced is the lack of efficiency of mentoring with assistant mentors which is carried out via WhatsApp or other virtual methods which require students to ask first whether the mentor has time for mentoring. For the author himself, he is quite confused about looking for other mentors other than those appointed by LaCorre to help with mentoring regarding several topics that the author does not yet understand. This can be overcome by meeting export lectures every Monday-Friday which provides time for mentoring every Tuesday. This routine activity reduces and helps the author and the group in the planning and documentation process of the group's export business plan because it is carried out in a structured manner.

## **3.2 Non-Routine Activities**

### **3.2.1 Export Practices**

Export practice is the activity of developing export products and including them in exhibitions held at Trade Expo Indonesia 2024. This exhibition can be conducted online and offline, and the writing team decided to take part in the exhibition online. This is due to the high transportation costs to attend the exhibition directly at the specified location. The writing team decided to use writing with the aim of product promotion through chat rooms in zoom meetings. The writing team decided to promote a woven bag product originating from Pakpak Batak which was named Perbunga Rintua Export. Perbunga Rintua Export is a bag made from a typical Batak weave that is rarely found because until now weaving craftsmen have only woven semi-finished items to be used as scarves and sarongs that mothers wear at traditional and other formal events. Apart from that, the strong cultural values of the Batak people are contained in every shape and motif of the weaving. In fact, with the addition of creative innovation, woven products have a higher value both in terms of aesthetics and also the use value of the woven



product. That's why the author and the team agreed to promote weaving and introduce Batak culture to the international arena



Figure 1. Perbunga Rintua Export “Flosbag Baby” Woven Bag Product

### 3.2.2 Exhibition

Exhibition activities are activities where a group presents products that will be introduced to potential buyers. This activity was carried out online and offline and was held in Indonesia. The name of this exhibition is Trade Expo Indonesia 2024 which will be held at the Indonesia Convention Exhibition (ICE) BSD City, South Tangerang. The author took part in this exhibition online via a zoom meeting from Lacorre. Students can also introduce products that are being developed at the zoom meet. It is hoped that this exhibition can help the author and participants in the export product promotion process so that they can market their products better.

### 3.2.3 Exam

At the start of the Vocational Digital Fashion Export Independent Study activity, the author and the Independent Study participants were given an initial assessment, namely 80 questions in total to test the understanding of the author and the participants of the Digital Fashion Export Vocational Independent Study. Not only that, the author was also given a practical exam as a Final Export Written Work (KTAE). This Final Export Paper explains the author's export business plan, namely Rintua Export Woven Flower Bags. The following are the chapters in KTAE:

1. Understanding of global digital business
2. Development of export products
3. Brand development and marketing programs
4. Program looking for buyers
5. Document management program
6. Customs program
7. Logistics program
8. International business development program

Table 1. Achievements of Activity Results

Work description	Outputs	Achievements			
		Knowledge	Attitude	General Skills	Special Skills
Material provision	Report on the Independent Campus website	Export Theory as a whole	Commitment	Documentation	Understand what is needed in exporting
Export Lectures	Report on the Independent Campus website	Stories about export practitioners' experiences and understanding of export practices	Commitment	Documentation and understanding	-
Writing about exports	Written works with various country conditions are read through the Trade Map to map export destination markets	Information regarding the phenomenal condition of the export products that will be brought	Creative	Compile written work	Videography, editing, and reference source research
Praktikum	Export practice plan	Development and onboarding on various platforms for export products	Responsibility	Prepare export planning	Understand the stages of export stages
Export Practices	Woven bag products under the Perbunga Rintua Export brand	Real export product development process	Responsibility and teamwork	Decision-making	Development of export products for Woven Bags "Flosbag Baby" Perbunga Rintua Export
Exhibition	Participate in online exhibitions at Trade Expo Indonesia 2024	Know what products are traded on international markets	Commitment and responsibility	Knowing that international buyers are present and participating in the exhibition. So you can find out how to deal with international buyers in the export market	Business matching



Exam	Test of student understanding and export written work	Data and information regarding exports	Responsible and independent	Compiling Export Papers	Compiling Export Papers
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#### 4. CONCLUSION

Independent Study Activities that the author and team carried out at PT. Lacorre Loka Maya can all be completed well in accordance with the competencies provided by partners through material provision activities, export lectures, preparation of written work, practicums, export practices, exhibitions and exams. The author and all participants have responsibilities that must be carried out in order to produce the best performance and grades they want to achieve. The achievements that the author gets from these activities are in the form of knowledge, attitudes, general skills, and also special skills. Overall general knowledge is the knowledge needed in carrying out export activities, especially from a practical side.

The main attitudes that are built are commitment, creativity, responsibility, independence and also a rational mindset in terms of making the right decisions and not rashly but with careful consideration. The general and specific skills developed focus on the abilities needed in developing products with standards that have been determined in export activities, how to market export products by utilizing digital technology and also the entire process of export activities up to the creation of documents required for export. The activities with the results that have been described are in accordance with the main objective of this program, namely that participants can manage and develop an export business at the student level which will later become competitive and sustainable. This goal is achieved within the time limit of the program period until this program can be said to be implemented efficiently and effectively.

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