



Garage Sale as an Opportunity for Entrepreneurial Students in The Fashion Field

Mala Maulidina Pratiwi^{*}, Muhammad Giatman² and Yuliana³

¹ Postgraduate Vocational Technology Education, Faculty of Engineering, Universitas Negeri Padang, Padang, Indonesia

² Civil Departement, Faculty of Engineering, Universitas Negeri Padang, Padang, Indonesia

³ Department of Tourism, Faculty of Tourism and Hospitality, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO

Keywords:

Garage sale,
Entrepreneurial strategy,
Entrepreneurial factor

ABSTRACT

The purpose of this study is to determine the garage sale business strategy for students in the fashion sector that can be used as a business opportunity, in addition to knowing how the garage sale business strategy is for students, and what factors support students in choosing to run a garage sale business. . This study uses a qualitative descriptive approach to describe a garage sale business as an entrepreneurial opportunity for students with data collection techniques in the form of interviews and observations. Data analysis used triangulation, namely checking the validity of the data by checking data from the same source with different techniques and using the Guttman scale to analyze the supporting factors. The results show that garage sale data can be used as an entrepreneurial opportunity because it has several advantages, students' strategies in running a garage sale business through SWOT analysis and a garage sale business feasibility study, as well as several factors that support students to make a garage sale selling entrepreneurial opportunities. namely internal factors which include intelligence, motivation, ideals, talents, attitudes, personality, and creativity. for external factors include role factors, activities, competitors, capital and opportunities.

E-mail:

Malamaulidina5@gmail.com

Copyright © 2022 Enrichment : Journal of Management.

All rights reserved.

1. Introduction

Currently, unemployment among undergraduate graduates is increasing. Opportunities to find work in Indonesian society are increasingly difficult. This condition can be seen from the unemployment rate which continues to increase every year. This becomes a difficulty for students studying at universities who should act as agents of change or in other words become someone who can provide solutions to problems for themselves and for the community. According to (Pemuda, 2018) "As a millennial generation, students must be observant of the transformation of less formal types of work". Students are expected not only to carry out lectures and practicum activities, but to be able to develop themselves in entrepreneurship and open a side business, this business or business can be used as additional income for students. However, activities that lead students to become entrepreneurs are not solely for profit, but can also be a provision for students to face the real world after graduating from college with entrepreneurship. According to (Oktaviani, 2020) "Entrepreneurship is the desire, interest, willingness to work hard to meet the needs of life without fear of risks that will occur". An entrepreneur is able to see opportunities that tidak ter pikirkan oleh other people and must be able to survive with everything that happens. in line with what was said

(Dewintara, 2021) that "Entrepreneurship has a positive impact on the economy and society". Currently, there are many student activities that can be done for entrepreneurship, especially fashion students. Students can choose to sell used clothes that are currently trending. May be known as a "garage sale".

Garage Sale is basically selling used personal items that are no longer used, but are still in good condition, then arranged or packaged properly and attractively. In line with what has been said (ZIKRUL, 2021) that "used goods are all goods that are no longer used or are no longer used or can be said to be goods that have taken the main part". Used goods/used goods in this case are not goods that are no longer suitable for use, but goods that are no longer used by the owner. Even today, apart from the term garage sale, there are several other names that have the same meaning, like thrifty and preloved.

In the garage sale business strategy in the fashion sector, not a few clothes that are sold are clothes that have well-known brands. This is in line with what was said (NOER, 2022) "Generally, goods sold at garage sales are goods from well-known brands". This also agrees with what was said (Rahmayanti, 2021) that "The high middle-income community in Indonesia makes it difficult for them to consume branded clothes in new conditions, so they decide to buy branded garage sale clothes". The choice of selling used goods can be a business opportunity for today's students. According to (Permanawati & Yulianeu, 2018) "Business Opportunities are business investment packages that provide a way for business actors to start their business". In addition, according to (Wantoro et al., 2022) "Business opportunities are opportunities that come at a certain time that an entrepreneur should not miss to make a profit". By doing this used goods business or garage sale, apart from meeting the needs of today's society whose demand is quite high, the capital spent on this business is also relatively small, so you can get a decent profit. So that students are expected to be able to take business opportunities in this garage sale. The current phenomenon is strongly influenced by the existence of information technology and online media. The development of online media today, make it easy for people to access anything including fashion trends. With the above, then conducted observations and research on garage sale business opportunities among fashion students as a form of entrepreneurship.

2. Methods

Based on the problems described above and the purpose of this study, this study used a qualitative descriptive research design. That's roughly the garage sale business strategy as a student entrepreneurial opportunity in the fashion field. According to (Atmaja & Verawati, 2021) "research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior". In addition, according to (Rukajat, 2018) "Descriptive method is a method in examining the status of a human group, a subject, a set of conditions, a system of thought or a group of events in the present". The qualitative descriptive used in this study is intended to obtain clear and detailed information about the garage sale business opportunity, garage sale business strategy and the factors that support the garage sale business for students in the fashion field.

The target of this research is student garage sale entrepreneurs who sell in three locations, namely: Air Tawar Barat, Gor H Agus Salim and Siteba. Data collection in this study obtained valid and accountable data, the data was obtained through:

a. Interview

According to (Suprpto, 2018) "An interview is a conversation with a specific purpose". This interview was addressed to three resource persons who are students of garage sale entrepreneurs. Three sources were chosen as informants because they had sold garage sales in three research locations.

b. Questionnaire

In this study, questionnaires were given to 10 student respondents who work as garage sale sellers in one of the research locations.

The data analysis used in this study is triangulation which is used to test the credibility of the data by checking the data from the same source with the same technique. different. Whereas for instrumen The questionnaire uses the Guttman scale where there are only two answers "yes" and "no" for each

statement that must be answered by the respondent.

3. Result and Discussion

3.1 Garage Sale Can Be Used As An Entrepreneurial Opportunity For Students In The Clothing Sector.

Garage sale is basically reselling items that are no longer used, but are still in good and decent condition. Garage sale is also known by other meanings such as thrif or preloved. The following are statements from 3 sources regarding the understanding of the garage sale business:

- 1) According to the first informant, a garage sale business is a business that sells used goods, mainly in the form of clothes, but sometimes it's not just clothes that are in a used condition, it can also be in the form of imported clothes that have been sorted and are no longer sold in the area.
- 2) According to the second informant, garage sale is a business that sells used goods, especially fashion products consisting of bags, shoes, clothes and even jewelry. Those that are no longer selling or being resold because they are no longer used but are still in good condition.
- 3) According to the third informant, a garage sale is a business in the fashion sector that sells used goods, especially clothes, but has limited edition models because they are not sold in the market, and sometimes there are clothes from well-known brands.

The following are some of the reasons why the interviewees chose to become a garage sale entrepreneur:

- 1) Used as additional side income apart from being a student
- 2) Can be used as learning in entrepreneurship
- 3) Improve relationships with new people from various circles
- 4) become more responsible for the actions and decisions taken
- 5) Can learn to save and play money
- 6) Can learn to use free time to get benefits
- 7) Following the current trend due to the high demand for used clothes.
- 8) Starting a small business first, hoping to build a bigger business in the future
- 9) Always up to date with fashion
- 10) Take advantage of unused items for cash back
- 11) It does not require a lot of capital but the benefits are quite large.

After making observations from three different places, namely, Air Tawar Barat, Gor H Agus Salim and Siteba, it turns out that there are slight differences between each character. The following are the classifications and differences between used goods business activities in terms of product, price, place, time, seller and promotional media:

- a. Inter_ested Thrift All Brand (Air Tawar barat)

Table 1. Garage Sale Inter_ested at Air Tawar Barat

Garage Sale	
Product	1. The products sold are used women's clothing with brands such as H&M, GU, Zara, Uniqlo. With a Korean-style model, the majority of long sleeves are perfect for those who wear hijab
	2. Most of the clothes sold are from foreign brands that have been sorted and imported from abroad
Price	3. The price offered is a non-negotiable price because the items are neatly packaged and washed first, so they are ready to use
	4. Average price 60 thousand
Time	5. Garage sale time is carried out from morning to evening every Saturday and Sunday, but buying and selling transactions can be done via Instagram every day, delivery can be made to a direct address for make it easy for buyers.
Promotion	6. Using promotions through social media
Seller	7. Student status seller

Table 2. Garage Sale Preloved Girl Gor H Agus Salim

Garage Sale	
Product	1. The products sold are used women's clothing with brands such as H&M, GU, Zara, Uniqlo. Besides that, it also sells glasses, and second hand bags that are still very suitable for use
Price	2. The items that are available are usually limited edition because they are not sold in the market
	3. The price offered varies according to the type of goods
Time	4. The price of clothes is around 60 thousand, the price of glasses is 0 thousand depending on the brand, branded bags are 150 thousand depending on the brand.
	5. When the shop is open every day at the location, starting at 09.00-17.00 WIB, services are also carried out on social media and can be delivered according to the address.
Promotion	6. Promotion is done through social media
Seller	7. The garage sale seller is still a final semester student

Table 3. Garage Sale Maniak Second Siteba

Garage Sale	
Product	1. The products offered at this garage sale are men's clothing and men's shoes such as sneakers.
Price	2. Barang yang ditawarkan juga merek bekas yang masih layak pakai, seperti sepatu merek Converse
	3. Products are cleaned and packed neatly before being sold
	4. Because the items here are original items that have never been sold, the selling price is quite high among students, around 350 thousand
Time	5. Items that have been purchased are non-refundable, so you can check their eligibility beforehand as much as possible.
	6. Garage Sale Time Monday-Saturday from 09.00 am to 17.00 pm
Promotion	7. Serving via social media too, so it can be delivered to the address with postage
	8. Promotion is done by uploading product photos to social media and including a description of the goods and their prices
Seller	9. Garage sale seller is still a student

3.2 Strategies for running a garage sale business for students

According to (Poluan et al., 2019) "strategy describes the business direction that follows the chosen environment and is a guideline for allocating organizational resources and efforts". Meanwhile, according to (Sugesti, 2018) "Basically, strategies are various stages of optimal answers to new challenges that may be faced, both as a result of previous steps and due to external pressure". Developing a strategy means finding ways to achieve the targeted results in accordance with the vision and mission in the organizational situation and prospects at hand. From the opinion above, it can be concluded that the strategy is the initial stage that was chosen as a guide in facing challenges in entrepreneurship.

In opening a new business or determining a new business, what must be done is to determine and take into account the strategy carefully. One of them with a SWOT analysis. According to (Relina et al., 2021) "SWOT analysis is a well-known historical technique by which managers make a brief overview of the situation. corporate strategy". Based on results Interviews from the three sources obtained a SWOT analysis of the garage sale business as follows:

Table 4. Garage sales business SWOT analysis for students

SWOT	Analysis
Strenght	1. Fulfill your clothing needs at relatively low prices
	2. flexible, there is no schedule so it doesn't interfere with student lectures
	3. No need to spend a lot of capital
	4. simple and easy point of sale system
Weakness	5. You have to stock a lot because the supplier of the goods is far away
	6. only one item model and limited
Opportunity	7. fashion that is getting up to date
Threat	8. clothing products are not on the market, and limited edition
	9. There is a discourse on government policies that prohibit the sale of second-import clothing

After conducting a SWOT analysis, there are several specific strategies for running a garage sale business, including:

- a. Determining the target market, determining this market aims to prepare what products we will sell that are suitable for sale in the target market, so that we can plan prices, product types, timing, sales promotions, and so on.
- b. Expanding the supply chain is a good strategy, so it will be easier to get goods that vary both in terms of price and brand. In addition, consumers are more interested in goods that are still fresh so they can always follow trends in the market.
- c. You can do discounts for some items, for example "30k get two items" so that old items that have not been sold can be sold and new stock returns. This discount concept will attract many consumers.

3.3 Supporting Factors for Students Choosing an Entrepreneurial Garage Sale Business

According to (Suarjana & Wahyuni, 2017) "that there are 3 critical factors that play a role in interest in entrepreneurship, namely: Personal, Sociological, and Environmental"

- a. Personal, which concerns aspects of a person's personality.
- b. Sociological, which concerns relationships with family and other social relationships. This family relationship can be seen from parents, occupation, and social status. Social factors that influence interest in entrepreneurship are family responsibilities.
- c. Environment, which concerns the relationship with the environment. Factors that come from the environment include role models, opportunities, activities. In addition, it is also influenced by competitors, resources, and government policies

In addition, according to (Azmansyah & Nursida, 2018) "Entrepreneurial behavior is influenced by internal and external factors.

a. Internal factors

Internal factors are divided into 2, namely physiological factors and psychological factors. physiological factors consist of body, age, and the five senses that affect a person's performance, while psychological factors consist of talent, motivation, intelligence.

b. Faktor eksternal

This factor consists of social factors which include educators, family, environment, and friends.

Table 5. Internal Factors and External Factors

NO	Internal factors	External Factors
1.	Age	Role
2.	Mental	Environment
3.	Intelligence	Activity
4.	Motivation	Competitor
5.	Ambition	Resource
6.	Talent	Government policy
7.	Hoby	Family
8.	Personality	Capital
9.	Personal	Opportunity
10.	Creativity	Infrastructure

Table 6. Data Result of Internal Factor Recapitulation

No	Internal factors	Presentase
1.	Age	80%
2.	Mental	70%
3.	Intelligence	82,5%
4.	Motivation	80%
5.	Ambition	87,5%
6.	Talent	70%
7.	Hoby	67,2%
8.	Attitude	82.5%
9.	Personal	85%
10.	Creativity	80%

The results of the analysis show that the factors that influence students to choose Garage sale as an entrepreneurial opportunity consist of internal factors and external factors. In line with what was

said (Nurmalina et al., 2019) that "entrepreneurship is influenced by internal factors and external factors". In accordance with table 6. Data from the recapitulation of internal factors there are 7 factors that have a percentage of more than 75%, namely: Age factor; Intelligence Factor; Motivational Factor; Dream Factor; Attitude Factor; Personal Factor; Creativity Factor.

Table7. External Factors Recapitulation Data

No	External Factors	Presentase
1.	Role	80%
2.	Environment	67,5%
3.	Activities	82,5%
4.	Competitor	72,5%
5.	Resource	70%
6.	Government policy	42,5%
7.	Family	67,2%
8.	Capital	82.5%
9.	Opportunity	87,5%
10.	Facilities and infrastructure	60%

The external factors are in table 7. External Factors Recapitulation data shows that there are 5 factors that indicate that these factors influence students to choose the Garage sale business as an entrepreneurial opportunity, namely: Role Factor; Activity Factor; Capital Factor; Opportunity Factor; Competitor Factor.

4. Conclusion

Based on the data and results of research that has been done, it can be concluded that the garage sale business strategy in the fashion sector is one business that can provide good prospects in the future to be used as an entrepreneurial opportunity. especially for fashion students. This is because this garage sale business can increase creativity with small capital and get quite a large profit. In addition, this garage sale business does not interfere with class time because the schedule can be adjusted independently and flexibly. And this garage sale business is a business that meets current trends and has high demand.

References

- Atmaja, H. E., & Verawati, D. M. (2021). Meningkatkan Minat Kewirausahaan Di Era Global Melalui E-Commerce. *JURNAL BISNIS & AKUNTANSI UNSURYA*, 6(1).
- Azmansyah, A., & Nursida, N. (2018). Analisis Perbandingan Entrepreneur Intention Mahasiswa pada Perguruan Tinggi di Kota Pekanbaru. *Jurnal Ekonomi KIAT*, 29(2), 50–60.
- Dewintara, E. (2021). *Orientasi Berwirausaha Pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Parepare*. IAIN Parepare.
- NOER, A. S. (2022). *TINJAUAN HUKUM ISLAM TERHADAP JUAL BELI BARANG PRELOVED SELEBERITI INSTAGRAM (Studi di Akun Instagram@ Comenzo_)*. UIN RADEN INTAN LAMPUNG.
- Nurmalina, R., Fariyanti, A., & Kiloes, A. M. (2019). Pengaruh Faktor Internal dan Eksternal Terhadap Perilaku Kewirausahaan dan Dampaknya Terhadap Kinerja Usaha Petani Anggrek (Effect of Internal and External Factors Towards the Enterpreneurial Behavior of Orchid Growers). *Jurnal Hortikultura*, 28(2), 299–310.
- Oktaviani, V. (2020). Pengaruh Kepribadian Wirausaha Terhadap Minat Berwirausaha Siswa Tata Busana SMKN 6 Padang. *JPEKA: Jurnal Pendidikan Ekonomi, Manajemen Dan Keuangan*, 4(1), 45–54.
- Pemuda, J. S. (2018). Pengembangan Kewirausahaan Sosial Pada Perguruan Tinggi Melalui Social Project Competition. *Jurnal Studi Pemuda*, 7, 2.
- Permanawati, R. R., & Yulianeu, A. (2018). Sistem Pakar Untuk Menentukan Suatu Peluang Usaha Dengan Menggunakan Metode Smarter Dan Oreste. *Jurnal Manajemen Dan Teknik Informatika*

- (JUMANTAKA), 1(1).
- Poluan, F. M. A., Mandey, S., & Ogi, I. W. J. (2019). Strategi Marketing Mix Dalam Meningkatkan Volume Penjualan (Studi Pada Minuman Kesehatan Instant Alvero). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(3).
- Rahmayanti, N. (2021). *Pengaruh brand image, harga, dan fashion lifestyle terhadap keputusan pembelian pakaian branded preloved di thriftshop online instagram: studi kasus pada konsumen@ rilyshop di kota Surabaya*. UIN Sunan Ampel Surabaya.
- Relina, M., Rasya, N. A., & Falayati, R. (2021). ANALISIS SWOT SEBAGAI STRATEGI PERUSAHAAN DALAM MEMENANGKAN BISNIS PADA RUMAH KEBAYA NORA MODESTE DAN BUTIQ PEKANBARU. *Research in Accounting Journal (RAJ)*, 1(3), 331–342.
- Rukajat, A. (2018). *Pendekatan penelitian kuantitatif: quantitative research approach*. Deepublish.
- Suarjana, A. A. G. M., & Wahyuni, L. M. (2017). Faktor Penentu Minat Berwirausaha Mahasiswa (Suatu Evaluasi Pembelajaran). *Jurnal Bisnis Dan Kewirausahaan*, 13(1), 11–22.
- Sugesti, E. (2018). Pengaruh Sistem Informasi Pemasaran dan Strategi Penjualan terhadap Persaingan Penjualan Produk PT. Bank Agris, tbk Medan. *JRMB (Jurnal Riset Manajemen Dan Bisnis)*, 3(2).
- Suprpto, H. A. (2018). Strategi pembelajaran kewirausahaan berbasis Teknologi Informasi (TI) terhadap peningkatan minat mahasiswa menjadi wirausaha. *Didaktis: Jurnal Pendidikan Dan Ilmu Pengetahuan*, 18(1).
- Wantoro, W. B., Sirait, E., Setyoningrum, A. A. D., & Sutantyo, E. (2022). EDUKASI KEWIRAUSAHAAN DALAM UPAYA MEMUNCULKAN PELUANG BISNIS DI MASA PANDEMI COVID-19 BAGI IBU RUMAH TANGGA HKBP SEMARANG BARAT. *KRIDA CENDEKIA*, 1(07).
- ZIKRUL, H. (2021). *TINJAUAN HUKUM ISLAM TENTANG PRAKTIK PEMOTONGAN DANA HASIL PENDAPATAN PENJUALAN BARANG BEKAS DARI DONASI (Studi Kasus Pada Komunitas Ketimbang Ngemis Lampung)*. UIN Raden Intan Lampung.