

ABSTRACT

Creative industry is making a great impact for a country. The creative industry is the activity to create and use information knowledge to build a business. Creative industry begins by using skills possessed by a person. With such skills, someone can make new innovations in making a product so that it can create profit. The creative industry has a variety of industry sectors, one of them is the fashion industry. Fashion industry are concerned with producing, distributing then selling (clothing and clothing accessories). Not a few business people plunge into the fashion business, but they also need to know about the shortcomings in this business. Starting from looking at opportunities (market opportunities), intense competition among fashion businesses, lack of knowledge, and lack of creativity in conceptualizing.

This study aims to obtain a description of the obstacle factors in the opportunity recognition of the fashion business in Hipmi Perguruan Tinggi Universitas Telkom with obstacle variable in opportunity recognition which includes Psychological Capital, Human Capital, Social Capital and Managerial Competencies.

This research uses qualitative method with descriptive presentation. Sources of data in this study is a fashion businessman in Hipmi Perguruan Tinggi Universitas Telkom whose business is not running anymore or being vacuum. The data obtained by interview, observation, and documentation. The technique of data validity in this study using triangulation source.

The results of this study indicate the factors that become obstacles in the opportunity recognition of the fashion business in Hipmi Perguruan Tinggi Universitas Telkom are Human Capital and Social Capital. Human Capital shows that business people do not have enough knowledge in the field of business they live, lack of experience in business, and lack of training that followed by the business. Social Capital shows that business operators have a bad relationship in the business community (Hipmi PT Universitas Telkom), has no relationship with third parties as a provider of resources and business partners in the business community as well as outside of the business and less in make use of relationships in finding information.

Based on the results of the research, to anticipate the obstacles in the opportunity recognition of the fashion business in Hipmi Perguruan Tinggi Universitas Telkom, business people should be more go deep into business knowledge, business people need to add more work experience in the field of fashion business, business people need to follow more training which relates to its business, and the business people needs to establish good relationships with the business community as well as with the provider of resources or business partner outside of his business.

Keywords: Creative Industry, Fashion, Opportunity Recognition, Opportunity