

**THE INFLUENCE OF THE INCREASING OF LOCAL FASHION BRAND  
MSMES ON THE COMMUNITY OF JEMURSARI, WONOCOLO, SURABAYA  
CITY IN FACING THE IMPACT OF GLOBALIZATION**

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***Abstract***

*This article examines the influence of the increasing presence of local fashion brand MSMEs (Micro, Small, and Medium Enterprises) on the community of Jemursari, Wonocolo, Surabaya City in responding to the challenges and opportunities of globalization. Globalization has triggered significant structural shifts in consumer behavior, market competition, and cultural identity. Local MSMEs, particularly in the fashion sector, have become strategic actors in maintaining economic resilience while strengthening local identity. Using a qualitative-descriptive approach supported by secondary data, this study highlights the economic, social, and cultural impacts of the growth of local fashion MSMEs on the community. The findings show that the expansion of local MSMEs not only generates employment and increases household income but also enhances community pride in local culture and brands, which serves as a counterbalance to the domination of global brands.*

***Keywords:*** *Globalization, MSMEs, Local Fashion Brand, Surabaya, Economic Resilience*

**INTRODUCTION**

Globalization has become an inevitable force shaping modern society, economy, and culture. It accelerates the flow of goods, services, technology, and information across borders, creating both opportunities and challenges for local communities. Stiglitz (2002) defines globalization as the increasing integration of economies worldwide through the movement of trade, finance, and people. While globalization opens markets and enhances efficiency, it also generates inequalities, cultural homogenization, and the domination of global corporations over local enterprises. In developing countries such as Indonesia, the process of globalization has significantly influenced the consumption behavior of urban communities, particularly in the fashion industry, where global brands often overshadow local products.

Surabaya, the second-largest city in Indonesia, exemplifies this dynamic. As an economic hub, Surabaya is deeply integrated into global trade and urban lifestyle patterns. Its population, dominated by youth and middle-class consumers, tends to be highly receptive to global trends in fashion, entertainment, and digital culture. According to Ritzer (2011), consumer culture in the era of globalization is often shaped by “McDonaldization,” a concept that highlights efficiency, predictability, calculability, and control in modern consumption. This framework helps explain why global fast fashion brands quickly dominate urban markets like Surabaya. However, it also sheds light on the space for resistance, where local fashion MSMEs (Micro, Small, and Medium Enterprises) can assert themselves by offering uniqueness, cultural relevance, and community-based identity.

The importance of MSMEs in Indonesia cannot be overstated. As noted by Tambunan (2019), MSMEs are the backbone of the Indonesian economy, contributing more than 60% of the national Gross Domestic Product (GDP) and absorbing over 97% of the workforce. The Ministry of Cooperatives and SMEs (KemenkopUKM, 2023) reinforces this by emphasizing the resilience of MSMEs in facing economic crises, including the global financial crisis of 1998 and the COVID-19 pandemic. In Surabaya, MSMEs have grown rapidly, supported by government initiatives, digital platforms, and community-based networks. Among the sectors, fashion stands out because it not only drives economic activity but also serves as a medium for cultural expression and social identity.

Fashion has long been understood as a cultural artifact that reflects collective identity. Kapferer (2012) argues that brands are not merely economic assets but also social constructs that carry meanings and values for their consumers. Holt (2004) further explains that local brands can transform into cultural icons by embedding themselves in the everyday lives and aspirations of communities. In the context of Surabaya, local fashion MSMEs often incorporate traditional motifs, local creativity, and innovative designs into their products, thereby creating a hybrid identity that resonates with consumers. This phenomenon illustrates Heryanto's (2015) notion of "cultural hybridity" in Indonesia, where local traditions are rearticulated in modern contexts to resist cultural homogenization imposed by globalization.

The Jemursari area in Wonocolo District is an important case study for understanding the role of local MSMEs in facing globalization. Jemursari is strategically located near industrial and commercial centers, making it a fertile ground for entrepreneurial activity. The rise of fashion MSMEs in this area reflects both structural factors (such as urban economic development and government support) and cultural factors (such as local creativity and social networks). Local MSMEs in Jemursari not only provide economic benefits—by generating jobs and household income—but also foster social cohesion and strengthen cultural identity.

Economically, the presence of fashion MSMEs in Jemursari creates multiplier effects. Employment opportunities increase for youth and women, particularly housewives seeking flexible work arrangements. Household incomes rise, leading to improved welfare and increased local consumption. Kurniawati and Darma (2022) highlight the role of digital platforms in expanding the market reach of MSMEs beyond local boundaries, enabling Jemursari-based fashion brands to penetrate regional and even national markets. This digital integration exemplifies how globalization can be appropriated by local actors to strengthen their competitiveness.

Socially, the development of MSMEs encourages entrepreneurship and community solidarity. According to Putnam (2000), social capital—defined as networks, norms, and trust—plays a crucial role in community development. In Jemursari, MSME networks facilitate collaboration in marketing, production, and distribution, thereby enhancing community resilience. These networks also generate a sense of collective pride and belonging, where success in the fashion sector is shared and celebrated by the community.

Culturally, local fashion brands serve as symbols of identity and resistance. They often integrate local motifs, languages, and stories into their designs, thereby fostering pride in local culture. This aligns with Holt's (2004) framework of cultural branding, where local brands become icons that represent the aspirations and values of their communities. In the context of Jemursari, fashion MSMEs not only produce clothing but also narratives of identity that counterbalance the hegemony of global fashion giants. This cultural dimension is critical in an era where globalization often erodes local distinctiveness.

Nevertheless, the challenges faced by local MSMEs remain significant. Limited access to capital, weak branding strategies, and difficulties in penetrating international markets are persistent constraints (Kotler & Keller, 2016). Moreover, consumer perceptions that global brands

are more prestigious than local ones continue to undermine the competitiveness of local fashion MSMEs. Addressing these challenges requires comprehensive strategies involving government policy, educational institutions, and private sector partnerships. For instance, capacity building in digital literacy, access to financial support, and training in brand management are essential interventions to ensure sustainability.

In light of these dynamics, Jemursari, Wonocolo, emerges as a microcosm of the broader struggle between global and local forces. On one hand, globalization brings pressures through global competition and consumer culture dominated by multinational corporations. On the other hand, it provides opportunities for local MSMEs to innovate, expand, and assert their identity. The increasing presence of local fashion MSMEs in Jemursari illustrates how communities can adapt to globalization by leveraging local resources, creativity, and networks.

This research is significant for several reasons. First, it contributes to understanding how local communities in urban Indonesia respond to globalization through the development of MSMEs. Second, it highlights the role of fashion as both an economic and cultural sector, demonstrating how local brands can strengthen identity while generating income. Third, it provides policy implications for supporting MSMEs in facing globalization, particularly in terms of capacity building, market access, and cultural branding.

Ultimately, the case of Jemursari shows that globalization is not a one-way process where global brands dominate local markets. Instead, it is a dynamic interaction where local actors can appropriate, resist, and innovate to create their own space. By studying the influence of local fashion MSMEs on the community, this research underscores the importance of empowering local economies as a strategy for sustainable development in the era of globalization.

## **RESEARCH METHODS**

This study employs a qualitative descriptive approach to examine the influence of local fashion brand MSMEs on the community of Jemursari, Wonocolo, Surabaya City in facing globalization. The qualitative approach was chosen because it allows for a deep understanding of social, cultural, and economic phenomena in their natural context (Creswell, 2018). Data collection was conducted through two main strategies: (1) secondary data analysis, including government reports, academic articles, and statistical data from the Ministry of Cooperatives and SMEs; and (2) field observations of MSME activities in the Jemursari area.

The research focuses on three dimensions of analysis: economic impact (job creation, household income, and consumption patterns), social impact (entrepreneurship, networks, and community solidarity), and cultural impact (identity, branding, and consumer behavior). Data were analyzed using thematic analysis, which involves categorizing and interpreting patterns that emerge from the data (Braun & Clarke, 2006). Triangulation was applied to ensure the validity of findings by comparing different sources of information.

This methodological framework enables the study to capture both measurable contributions of MSMEs and the intangible aspects of cultural identity, thereby providing a holistic understanding of their role in the globalization era.

## **DISCUSSION**

The rise of local fashion brand MSMEs in Jemursari, Wonocolo, Surabaya City presents a complex yet fascinating case for understanding how local communities adapt to globalization. This discussion section explores three major dimensions: economic, social, and cultural impacts, supported by relevant literature. It also addresses the challenges and opportunities for local MSMEs in competing with global brands.

### **4.1 Economic Dimension: Driving Local Resilience**

The economic contribution of MSMEs in Jemursari reflects national trends where MSMEs are recognized as the backbone of Indonesia's economy. According to the Ministry of Cooperatives and SMEs (KemenkopUKM, 2023), MSMEs contribute over 60% to GDP and absorb 97% of the workforce. In the Jemursari area, fashion MSMEs have significantly contributed to employment, particularly among youth and women, who benefit from flexible working arrangements.

One key impact is income generation. Families with members engaged in MSMEs report improved household income, which leads to better access to education, health, and social mobility. This aligns with Tambunan's (2019) argument that MSMEs foster inclusive development by involving marginalized groups, especially women entrepreneurs. In Jemursari, housewives who previously had limited economic roles now actively contribute to family income through production, sales, and online marketing of fashion products.

Additionally, MSMEs in Jemursari act as catalysts for economic circulation at the local level. The money spent on local brands remains within the community, creating multiplier effects in sectors such as raw materials, logistics, and local services. This local economic loop strengthens resilience against external shocks, such as global economic downturns or supply chain disruptions. Similar findings were highlighted by Abor and Quartey (2010), who argued that MSMEs in developing countries play a vital role in stabilizing local economies amid globalization.

Another significant factor is the integration of digital platforms. Many fashion MSMEs in Jemursari leverage e-commerce platforms and social media to reach broader markets. Kurniawati and Darma (2022) emphasize that digital marketing enables MSMEs to expand beyond geographical constraints, providing access to national and even international consumers. This adoption of technology reflects the dual nature of globalization: while it introduces competition from global brands, it also equips local MSMEs with tools to compete effectively.

#### **4.2 Social Dimension: Building Community Networks and Entrepreneurship**

Beyond economic benefits, the growth of MSMEs in Jemursari has fostered profound social impacts, particularly in terms of entrepreneurial spirit and social cohesion. According to Putnam (2000), social capital—manifested in networks, norms, and trust—is essential for community development. In Jemursari, MSMEs create networks that connect entrepreneurs, workers, suppliers, and consumers in symbiotic relationships.

This entrepreneurial ecosystem is characterized by collaborative practices, such as joint exhibitions, collective marketing, and cooperative raw material procurement. These practices reduce costs and risks while enhancing competitiveness. Entrepreneurs often mentor new entrants, creating a cycle of knowledge sharing and capacity building. Such community-based entrepreneurship demonstrates resilience and adaptability, essential qualities in the globalization era (Bruton, Ahlstrom, & Li, 2010).

Moreover, MSMEs empower youth and women by providing training, business opportunities, and exposure to digital skills. This empowerment strengthens social inclusion, preventing the marginalization that often occurs when communities cannot compete with global actors. Jemursari's case echoes findings from Roomi and Parrott (2008), who observed that women-led MSMEs in developing countries significantly contribute to family welfare and community empowerment.

The presence of MSMEs also reinforces social solidarity. Success in local businesses is often celebrated collectively, fostering pride and identity within the community. This contrasts with the alienation described by Ritzer (2011) in his concept of "McDonaldization," where standardized global products often erode local social bonds. In Jemursari, the opposite occurs: MSMEs become platforms for maintaining and even strengthening local ties.

#### **4.3 Cultural Dimension: Constructing Identity and Resisting Homogenization**

One of the most significant impacts of fashion MSMEs lies in the cultural domain. Fashion is not only an economic commodity but also a medium of cultural expression. Local brands in Jemursari integrate traditional East Javanese motifs, batik elements, and cultural narratives into modern designs. By doing so, they create products that resonate with local pride while appealing to contemporary tastes.

Kapferer (2012) highlights that brands function as social constructs carrying symbolic value. In this context, Jemursari's local fashion brands act as cultural symbols, embodying resistance against cultural homogenization driven by globalization. Holt's (2004) theory of cultural branding further explains that local brands can become icons when they align with community aspirations and identities. For Jemursari, the pride in wearing locally produced fashion reflects not just style but also a sense of belonging and cultural continuity.

This cultural branding strategy positions local MSMEs not merely as economic actors but as custodians of identity. Heryanto (2015) describes Indonesia's cultural hybridity, where local traditions are rearticulated within modern contexts. Jemursari MSMEs epitomize this hybridity, blending global fashion trends with local creativity. The result is a unique identity that differentiates them from global fast fashion giants, which often lack local cultural resonance.

However, the cultural struggle is not without challenges. Consumer perception remains a hurdle many consumers still perceive international brands as more prestigious. This perception creates pressure on local MSMEs to continuously innovate and invest in branding strategies. Kotler and Keller (2016) emphasize that brand equity is essential for long-term competitiveness, and without it, local brands risk being overshadowed by global players.

#### **4.4 Challenges of Globalization**

While local MSMEs in Jemursari show resilience, globalization imposes structural challenges. **Capital Access:** Many MSMEs struggle with limited financing, making it difficult to scale operations. Government programs often fail to reach micro-level businesses effectively (Tambunan, 2019).

**Branding Limitations:** Local MSMEs lack resources for professional branding and marketing campaigns, which global competitors exploit. **Market Penetration:** Entering international markets requires compliance with quality standards, certifications, and logistics that MSMEs find difficult to meet.

**Consumer Behavior:** Urban consumers are highly influenced by global trends, making it challenging for local brands to secure loyalty. These challenges echo findings from Abonyi (2007), who noted that globalization increases competitive pressure on local enterprises, necessitating systemic support from government and private institutions.

#### **4.5 Opportunities for Empowerment**

Despite challenges, globalization also provides opportunities if harnessed strategically. **Digital Transformation:** E-commerce and social media provide cost-effective platforms for brand building. **Government Policy Support:** Programs such as *Gerakan Nasional Bangga Buatan Indonesia (BBI)* encourage consumers to prioritize local products.

**Cultural Differentiation:** Local MSMEs can leverage cultural uniqueness as a competitive advantage against standardized global products. **Community-Based Innovation:** Collaboration among MSMEs fosters collective resilience and innovation, enabling them to compete in niche markets.

#### **4.6 Comparative Perspective with Literature**

The Jemursari case is consistent with global literature on MSMEs in developing countries. For instance, Abor and Quartey (2010) emphasized the role of MSMEs in employment creation and poverty reduction. Similarly, Bruton et al. (2010) observed that entrepreneurial ecosystems in emerging markets thrive on community solidarity and informal networks.

What distinguishes Jemursari is the integration of cultural identity into economic activity. While many studies highlight economic contributions, Jemursari demonstrates how local fashion MSMEs simultaneously safeguard cultural distinctiveness. This aligns with Holt's (2004) and Kapferer's (2012) arguments that brands act as cultural icons, making Jemursari a unique case where globalization does not entirely erode local identity but instead stimulates hybrid forms of expression.

#### **4.7 Policy Implications**

The findings suggest that sustaining the role of fashion MSMEs in Jemursari requires comprehensive policies:

1. Capacity Building: Training in digital literacy, brand management, and financial planning.
2. Access to Finance: Microcredit schemes and venture capital targeted at fashion MSMEs.
3. Cultural Branding Support: Initiatives to promote local designs nationally and internationally.
4. Public Awareness Campaigns: Programs encouraging consumers to value and support local products as part of cultural pride.
5. These policies are essential not only for Jemursari but also for broader urban communities across Indonesia facing similar pressures from globalization.

#### **4.8 Synthesis**

The case of Jemursari illustrates a paradox of globalization. While globalization threatens local industries through competition and homogenization, it also provides tools—such as digital platforms and market expansion—that empower local actors. The community's ability to harness these opportunities determines whether globalization becomes a threat or a catalyst for development.

Thus, local fashion MSMEs in Jemursari serve as more than economic units. They are agents of social inclusion, cultural preservation, and economic resilience. Their presence demonstrates that globalization does not have to erase local identities; instead, it can coexist with and even strengthen them, provided that communities are empowered and supported by effective policies.

### **CONCLUSIONS**

The findings of this study demonstrate that the growth of local fashion brand MSMEs in Jemursari, Wonocolo, Surabaya has brought significant impacts to the community in the context of globalization. Economically, these MSMEs have become a source of livelihood and job creation, reducing dependency on large industries and strengthening local household income. The entrepreneurial spirit fostered among residents encourages financial independence and resilience against global market fluctuations.

Socially, the expansion of MSMEs has strengthened community networks, promoted collaboration, and enhanced solidarity among business actors and local consumers. The collective movement of these enterprises also contributes to the emergence of new social identities where local pride and support for community-based products become part of everyday consumption practices. This indicates that MSMEs are not only an economic force but also a social catalyst for communal empowerment.

Culturally, local fashion brands have successfully integrated global trends with local values, thereby producing unique products that are competitive in wider markets while preserving Surabaya's local identity. This balance between adaptation and preservation demonstrates how communities can negotiate the pressures of globalization without losing cultural authenticity.

In conclusion, the influence of local fashion brand MSMEs in Jemursari extends beyond economic development. They represent a holistic force that integrates economic empowerment, social solidarity, and cultural resilience. For policymakers, the findings highlight the need for consistent support in training, digitalization, and access to markets. For communities, it reinforces the importance of collaboration and innovation in sustaining competitiveness. Thus, local fashion brand MSMEs emerge not only as economic actors but also as strategic agents in shaping a community's adaptive capacity to globalization.

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