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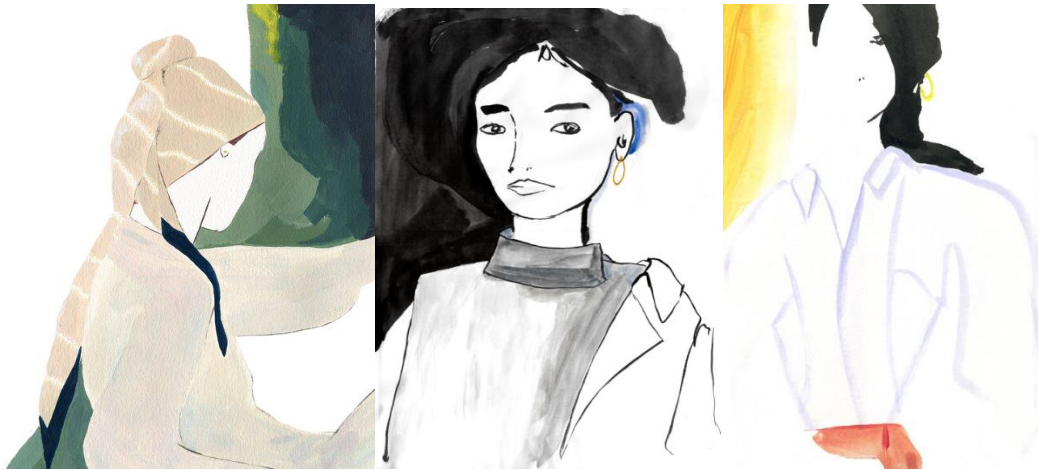
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LAMPIRAN



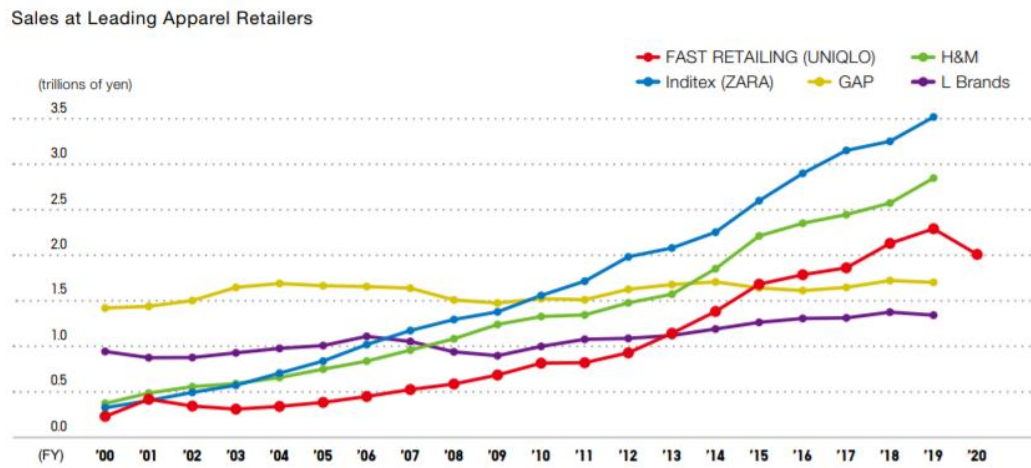
Gambar 1.1 Ilustrasi Desain Hijab Hana Tajima Simpson
(Sumber : <http://www.hana-tajima.com/illustration>)



Gambar 1.2 Koleksi Hana Tajima untuk Uniqlo Fall/Winter 2015
(Sumber: uniqlo.jp)



Gambar 1.3 Koleksi Hana untuk Uniqlo fall/winter 2020
(Sumber: Uniqlo.jp)



*Compiled from individual annual report data and calculated using exchange rates as of end of November 2020.
Grafik 1.1 Perbandingan penjualan UNIQLO dengan perusahaan ZARA, GAP, H&M, L Brands
(Sumber: *Fast Retailing Annual Report 2020*)

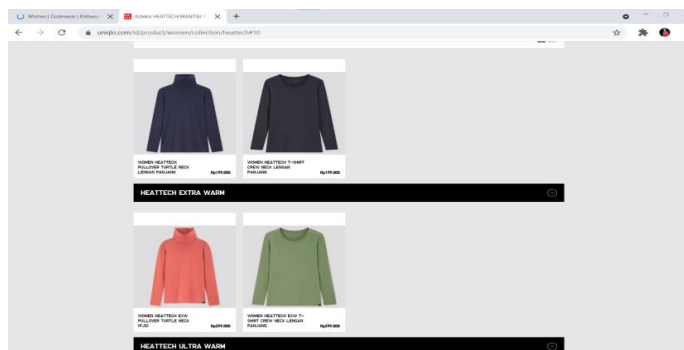


Gambar 1.4 Pose Aupa Tokyo selebgram hijaber Jepang asal Indonesia
(Sumber: Instagram @aufatokyo)

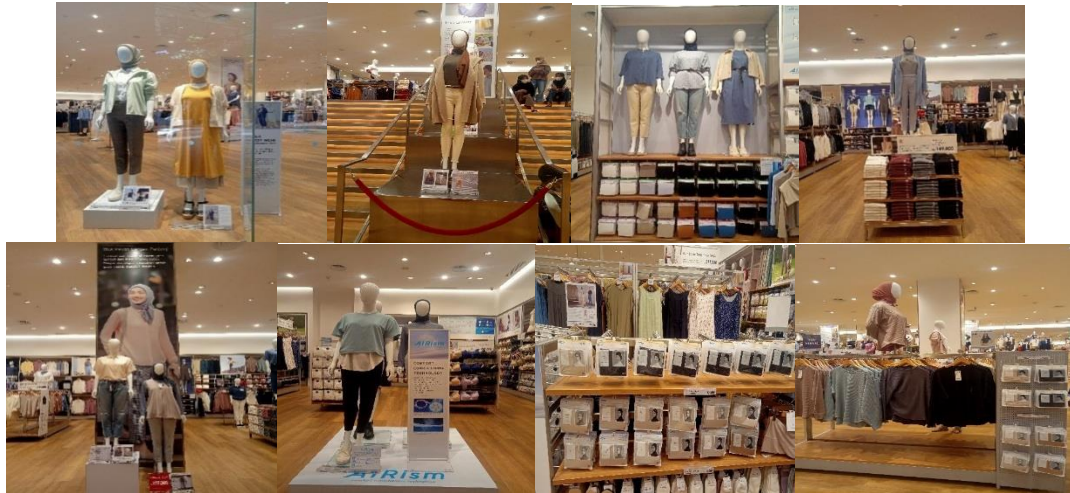
PILIHAN 3 TIPE HEATTECH



Gambar 2.1 Pilihan 3 Tipe *HEATTECH*
(Sumber: www.uniqlo.com)

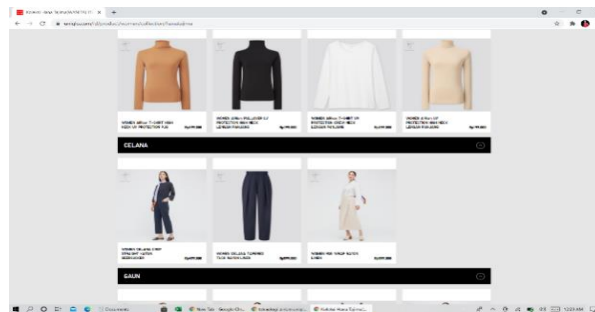


Gambar 2.2 Koleksi *HEATTECH* Lengan Panjang Untuk Hijab
(Sumber : [www. Uniqlo.com](http://www.Uniqlo.com))



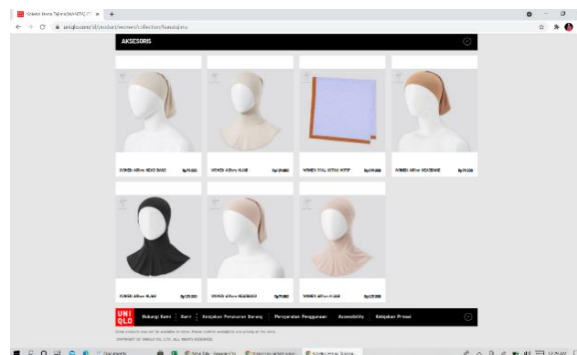
Gambar 2.3 Koleksi Hijab Hana Tajima

(Sumber: Dokumentasi Pribadi)



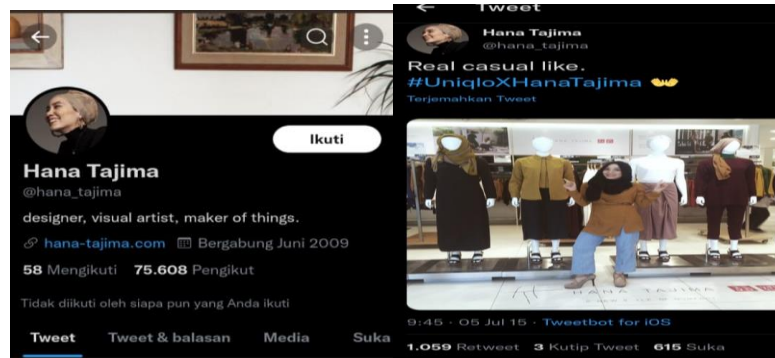
Gambar 2.3 Koleksi AIRism

(Sumber: www.uniqlo.com)

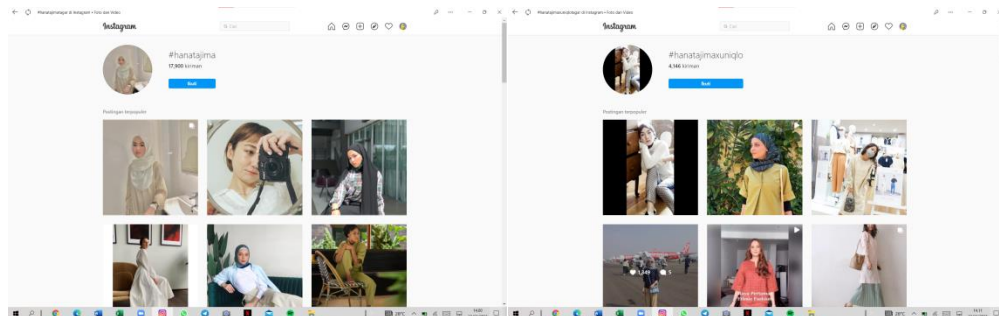


Gambar 2.4 Koleksi Dalamn Hijab

(Sumber: www.uniqlo.com)



Gambar 2.5 profil twitter Hana Tajima dan Postingan Hana Tajima di twitter saat awal dengan UNIQLO
(Sumber : Twitter.com)



Gambar 2.6 postingan yang menandai hana tajima dan hijab hanatajima x uniqlo
(Sumber: Instagram.com #hanatajima #hanatajimaxuniqlo)



Gambar 2.7 Potret Tina Asmara selebgram hijab
(Sumber: <https://wolipop.detik.com/hijab-style/d-2979336/foto-gaya-selebgram-hijab-saat-peluncuran-koleksi-hana-tajima-di-uniqlo>)



Gambar 2.8 Potret Dwi Handayani selebgram hijab
(Sumber: <https://wolipop.detik.com/hijab-style/d-2979336/foto-gaya-selebgram-hijab-saat-peluncuran-koleksi-hana-tajima-di-uniqlo>)



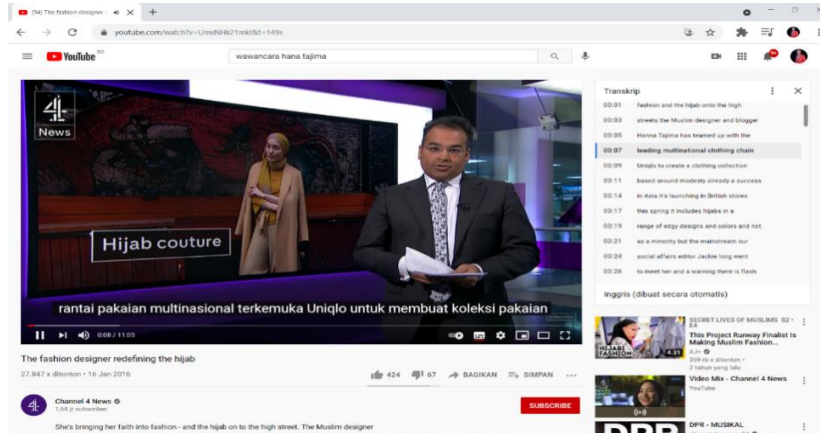
Gambar 2.9 Potret Afa Tokyo saat menggunakan hijab ala gadis Jepang
(Sumber: Instagram @aufatokyo)



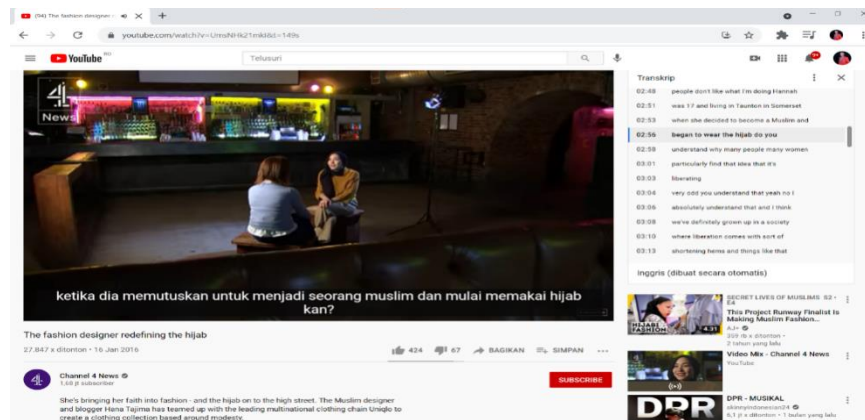
Gambar 3.1 Koleksi Hana Tajima Simpson untuk Uniqlo Spring/Summer 2019
(Sumber: Uniqlo.jp)



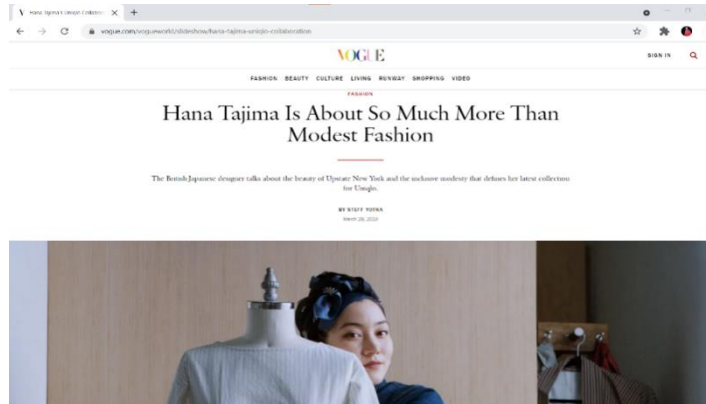
Gambar 3.2 Potret Hana Tajima Simpson di Studio Pribadinya
(Sumber: *photo by Takehiko Tokiwa*)



Gambar 3.3 Pembawa Acara 4 News sedang memberitakan Hana Tajima Simpson
(Sumber: Youtube channel 4 News)



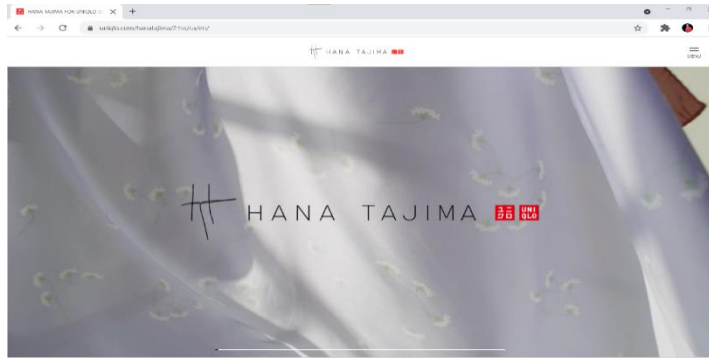
Gambar 3.4 Wawancara Hana Tajima Simpson Dalam acara 4 News
(Sumber: Youtube channel 4 News)



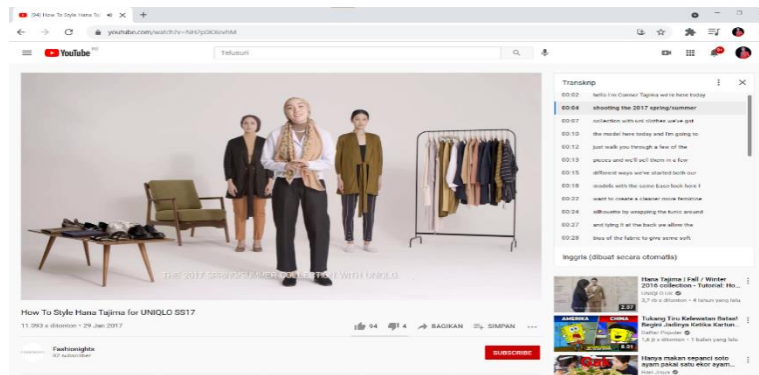
Gambar 3.5 Potret Hana Tajima Simpson Dalam Majalah Vouge (Sumber: vogue.com)



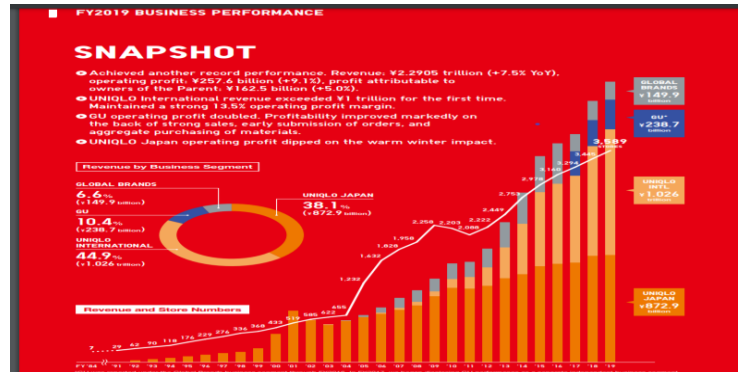
Gambar 3.6 Potret koleksi hijab Hana Tajima Simpson Dalam Majalah elle (Sumber: elle.com)



Gambar 3.7 Logo Hana Tajima Simpson for *UNIQLO*
(Sumber: www.uniqlo.com)



Gambar 3.8 Potret Hana Tajima Simpson Sedang melakukan Tutorial Menggunakan Hijab
(Sumber: Youtube Fashionights)



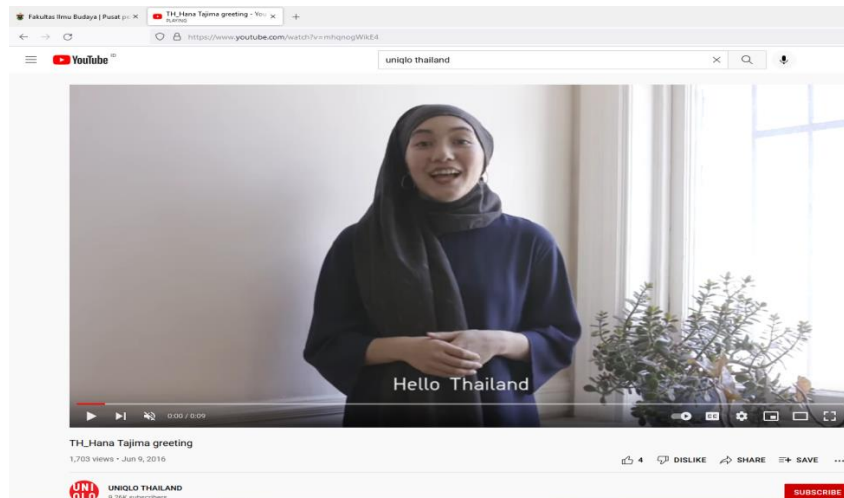
Grafik 4.1 Fast Retailing *Bussness Performance* 2019
(Sumber: Fast Retailing *annual Report* 2019)

2015	2016	2017	2018	2019	2020	ToT	2020
¥1,681,781	¥1,786,473	¥1,861,917	¥2,130,060	¥2,290,548	¥2,008,846	(12.3)%	\$19,061,069
164,463	127,292	176,414	236,212	257,636	149,347	(42.0)	1,417,091
202,221	164,089	216,102	281,267	306,112	327,195	+6.9	3,104,618
180,676	90,237	193,398	242,678	252,447	152,868	(39.4)	1,450,501
110,027	48,052	119,280	154,811	162,578	90,357	(44.4)	857,366
134,931	98,755	212,168	176,403	300,505	264,868	(11.9)	2,513,220
(73,145)	(245,939)	122,790	(57,180)	(78,756)	(75,981)	(3.5)	(720,952)
61,786	(147,184)	334,958	119,223	221,748	188,887	(14.8)	1,792,268
(41,784)	201,428	(50,836)	198,217	(102,429)	(183,268)	+78.9	(1,738,959)
355,212	385,431	683,802	999,697	1,086,519	1,093,531	+0.6	10,376,046
37,758	36,797	39,688	45,055	48,476	177,848	+266.9	1,687,527
62,461	52,387	59,755	69,380	85,201	82,736	(2.9)	785,050
¥1,163,706	¥1,238,119	¥1,388,486	¥1,953,466	¥2,010,558	¥2,411,990	+20.0%	\$22,886,335
774,804	597,661	762,043	902,777	983,534	996,079	+1.3	9,451,370
38,035	283,465	281,512	544,502	513,405	484,496	(5.6)	4,597,175

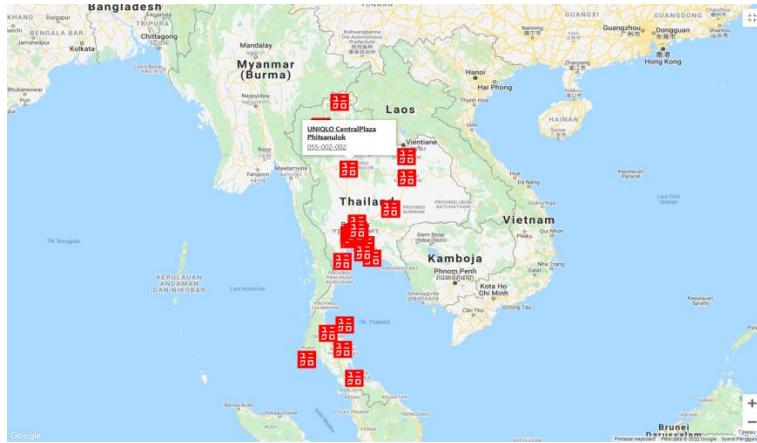
Gambar 4.1 laporan keuangan UNIQLO dalam 5 tahun 2015-2020
(Sumber : <https://www.fastretailing.com/eng/ir/library/annual.html>)



Gambar 4.2 Persebaran jumlah toko uniqlo di Asia Tenggara dan Oceania
(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2020_en.)



Gambar 4.3 Sambutan Hana Tajima Simpson
dalam *channel youtube* resmi UNIQLO Thailand
(sumber : youtube.com)



Gambar 4.4 Persebaran UNIQLO toko di Thailand

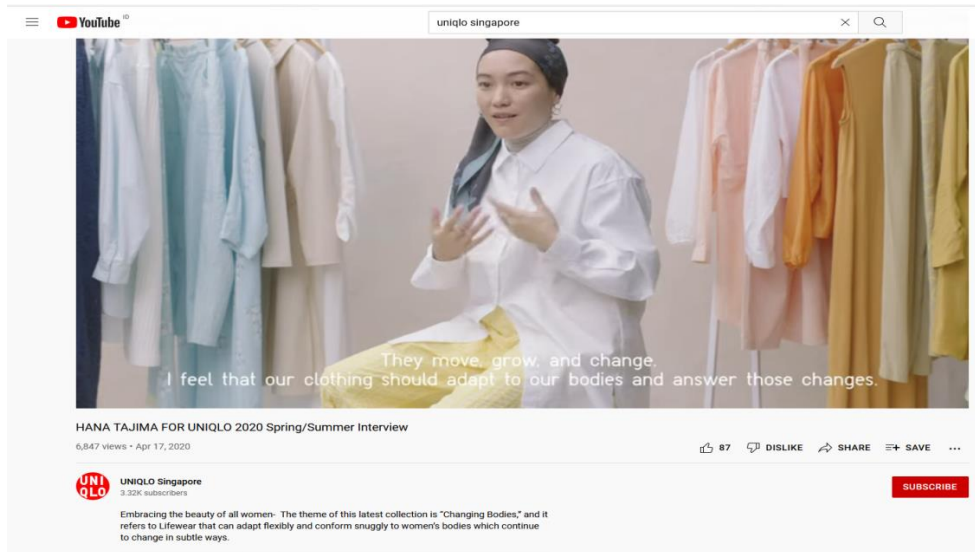
(Sumber : <https://map.uniqlo.com/th/th>)



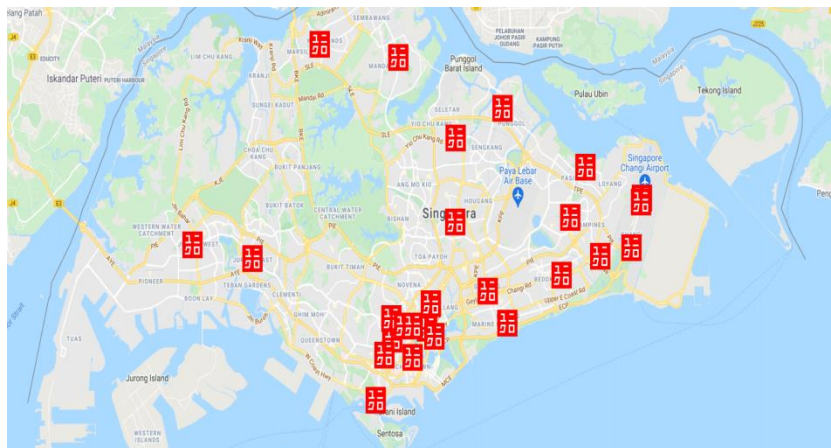
Gambar 4.5 Global *flagship store* Central World stores

Central World Stores

(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en.)



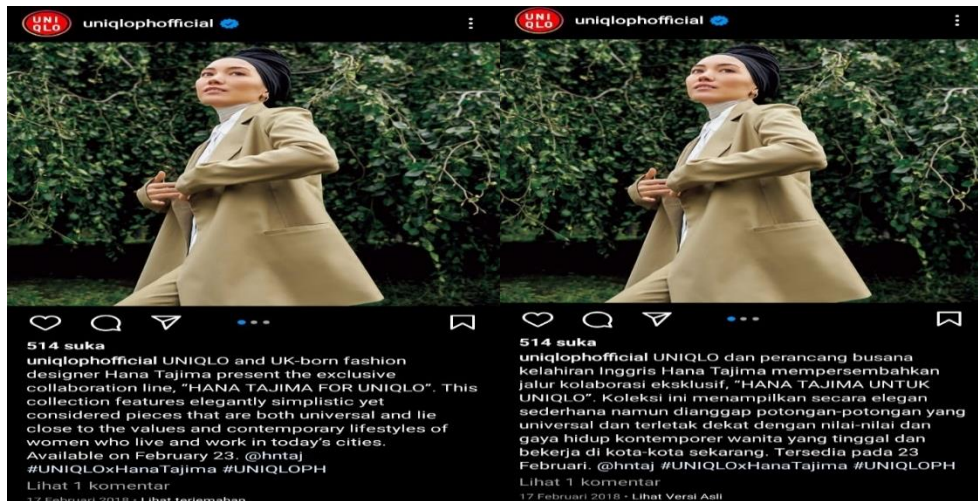
Gambar 4.6 Wawancara Hana Tajima Simpson dalam *channel youtube* resmi UNIQLO singapura (Sumber : youtube.com)



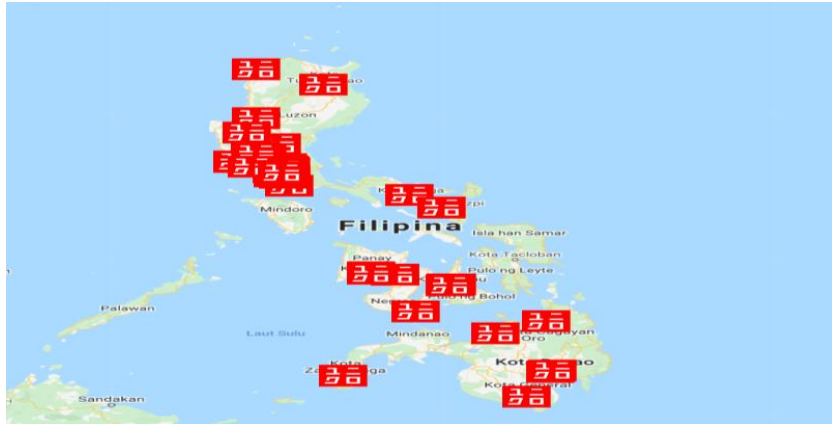
Gambar 4.7 Persebaran toko UNIQLO di Singapura (Sumber : <https://map.uniqlo.com/sg/en/>)



Gambar 4.8 Toko *Global Flagship Store Mall Orchard Central*
(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en.)



Gambar 4.9 Postingan hijab Hana Tajima di UNIQLO Filipina
dalam akun Instagram resmi UNIQLO Filipina
(Sumber : Instagram.com)



Gambar 4.10 Persebaran toko UNIQLO di Filipina

(Sumber : <https://map.uniqlo.com/ph/en/>)

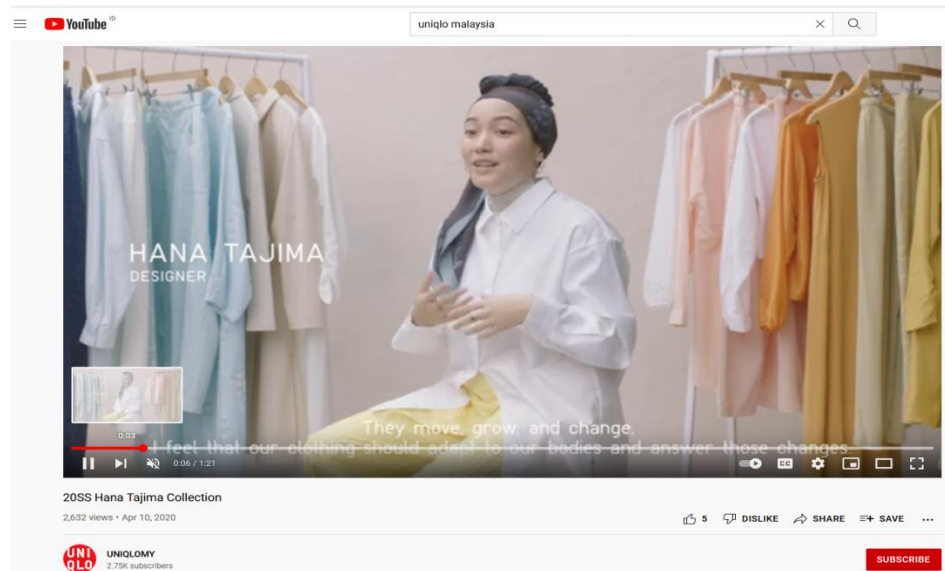


Gambar 4.11 Toko *Global Flagship Store* SM Mall Of Asia Pasay

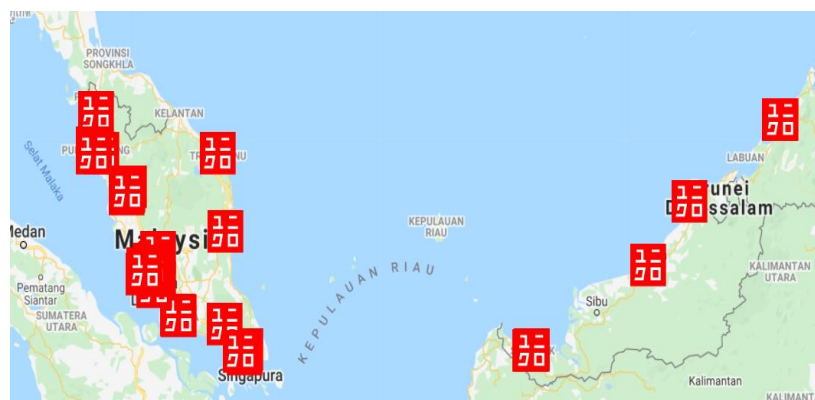
(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en.)



Gambar 4.12 Toko *Global Flagship Store Manila* *Global Flagship Store Makati*
(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en)



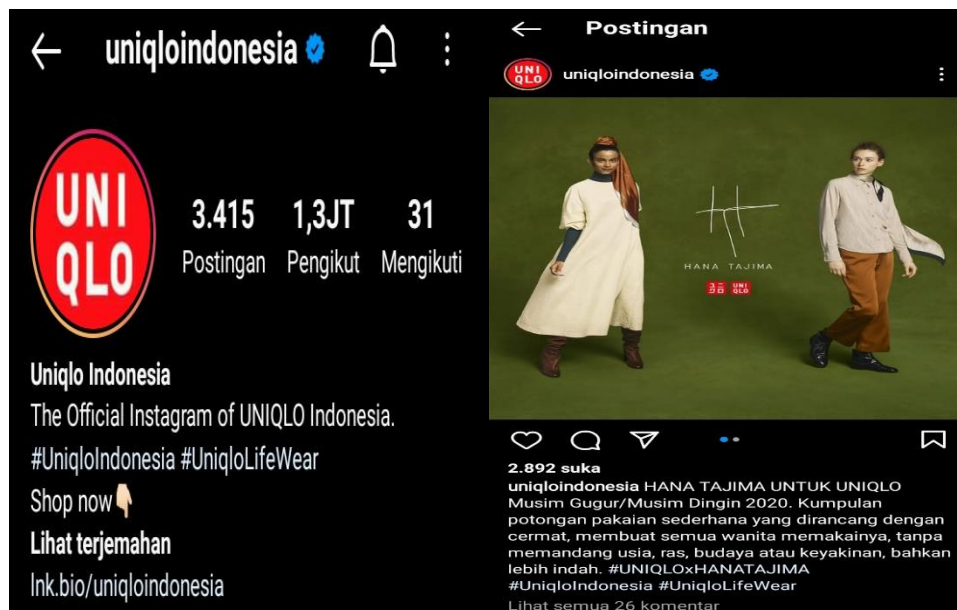
Gambar 4.13 Wawancara Hana Tajima Simpson
dalam *channel youtube* resmi UNIQLO Malaysia
(Sumber : youtube.com)



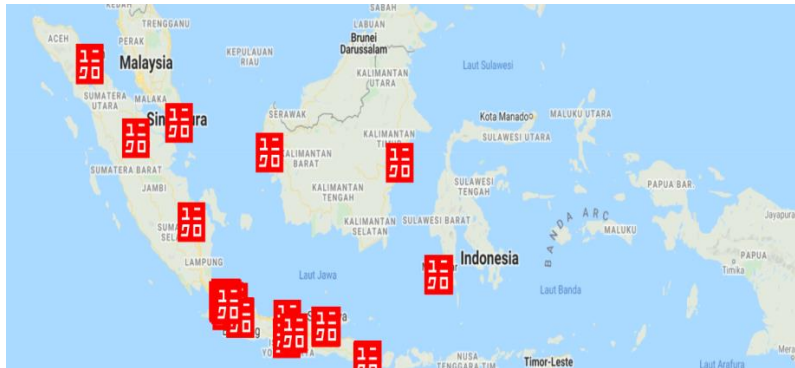
Gambar 4.14 Persebaran toko UNIQLO di Malaysia
(Sumber : <https://map.uniqlo.com/my/en/>)



Gambar 4.15 Toko *Global Flagship Store Mall Fahrenheit 88* kuala lumpur
(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en.)



Gambar 4.16 Postingan hijab Hana Tajima di UNIQLO Indonesia
dalam akun Instagram resmi UNIQLO Indonesia
(Sumber : Instagram.com)



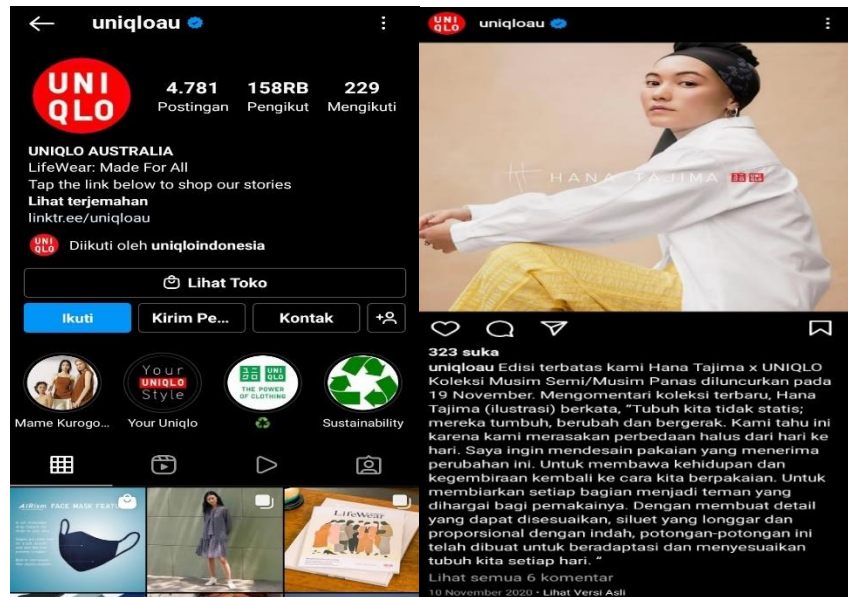
Gambar 4.17 Persebaran Jumlah Toko UNIQLO di Indonesia

(Sumber : <https://map.uniqlo.com/id/id>)

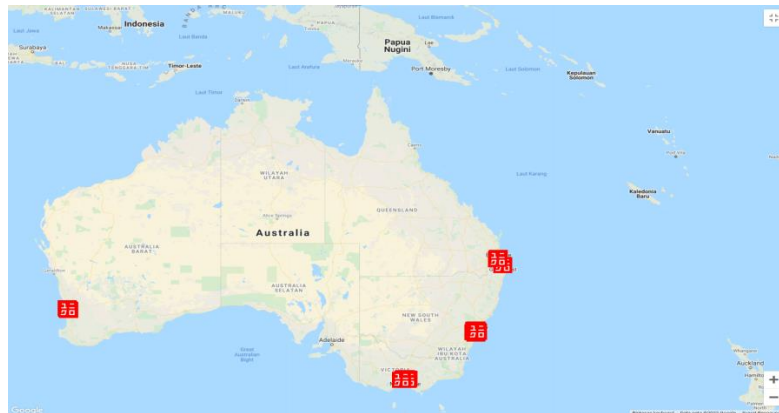


Gambar 4.18 Toko *Global Flagship Store* Lotte Shopping Avenue, Jakarta.

(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en.)



Gambar 4.19 Postingan hijab Hana Tajima di UNIQLO Australia dalam akun Instagram resmi UNIQLO Australia (Sumber : Instagram.com)



Gambar 4.20 Persebaran jumlah toko UNIQLO di Australia (Sumber : <https://map.uniqlo.com/au/en/>)



Gambar 4.21 Toko *Global Flagship Store Chadstone Shopping Center*, Melbourne

(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en.)



Gambar 4.22 *MidCity Pett Street Mall* dan *Westfield Parramatta*.

(Sumber : https://www.fastretailing.com/eng/ir/library/pdf/ar2019_en.)