

ABSTRACT

E-commerce has become one of the strategic media in supporting business growth in the digital era, including in the fashion industry. Fleur The Label, a business engaged in muslim fashion, has started utilizing the Shopee platform as a sales channel since February 2025. This study aims to analyze the effect of using Shopee on the development of Fleur The Label's business, especially in terms of sales, financial performance, and market reach. This study aims to analyze the effect of using Shopee on the development of Fleur The Label's business, especially in terms of sales, financial performance, and market reach.

The research method used in this study is qualitative, while the data collection technique used is observation and documentation. The data analysis technique used is a descriptive approach, where the data that researchers find will be described descriptively.

The results of the study show that the use of Shopee significantly increases sales turnover, strengthens cash flow, and opens access to new customers through promotional features and effective search algorithms. In addition, consistent visual communication and branding strategies on online platforms also play a role in strengthening brand image and competitiveness. Overall, the use of Shopee has proven to have a positive impact on business growth and sustainability of Fleur The Label.

Keywords: *Fashion Industry, E-commerce, Shopee, Women's Fashion, Sales Turnover, Fleur The Label.*

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