

The Local Culture Application in the Contemporary Style of T-shirt Design as Development Strategy on Objects Tourism in Semarang

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Abstract—The first year research has produced a prototype of the contemporary-style t-shirt in the two dimensions' form. The purpose of the second year of research was the development and refinement of prototype 2 dimensions T-shirt to be 3 dimensions' prototype T-shirt that identity Semarang City, contemporary style, and in demand. The research approach was Research and Development (R & D). The second year of research procedure was the stage of development and refinement of the prototype. The prototype development and refinement techniques included Product Evaluations, User Interviews, Stakeholder Interviews, and Usability Testing. The research subjects were the t-shirts as the souvenirs of Semarang tourist attraction. The research location was Semarang tourism objects and the workshop of T-shirt design. The aim of this research was to produce a 3D dimension prototype in the form of a T-shirt with the identity of Semarang in a contemporary style, and in market demand. The second year of research conclusion is the resulting of the prototype T-shirt souvenir of Semarang which has a regional identity, a contemporary style, ergonomic, affordable price, and in market demand. Second, the T-shirt design has been packaged in contemporary style through the integration of the local batik icon, culture and the building of Semarang with a popular icon of children of nowadays (Spongebob, Upin ipin, Ironman). T-shirt design was supported by popular and local text so there were a fun and interesting parody interaction that hoped can be the solution of the low sales of souvenirs in Semarang tourism object.

Keywords—local culture application, contemporary style, T-shirt design, tourism

I. INTRODUCTION

Semarang, which is the capital of Central Java Province, is located on the north coast of Java, which has quite diverse tourism objects, ranging from religious tourism, historical tourism, cultural tourism, and natural tourism [1]. The Ministry of Tourism emphasized that the tourism industry is targeted to be the main sector driving national development because it has contributed greatly to Indonesia's largest foreign exchange after the oil, mining, and rubber sectors [2]. The first phase of the research shows that souvenirs, especially shirts sold in souvenir shops, religious, historical, and natural tourism objects in Semarang have regional, ergonomic, affordable prices but are still simple, monotonous, and their designs are less able to adjust their taste. Almost all T-shirts feature pictures of the Central Java Grand Mosque, Lawang Sewu and Blenduk church in an

iconic, realistic and simple style. There is no combination with current elements.

In the first year of research, the development of t-shirt designs with pictures of Semarang city attractions in a contemporary style has been successfully carried out. The design of the drawing subject is also made cartoonal because adjusting the segmentation of the buyer is children so it is more interesting and varied. Innovation has been actualized in the form of a two-dimensional prototype in the form of a t-shirt design. T-shirt design in the form of a combination of Semarang motif identity (Central Java Grand Mosque, Sam Po Kong Temple, Blenduk Church, Warak Ngendog) with various contemporary icons such as Spongebob, Batman, Superman, Upin and Upin, etc. [3] [4]. T-shirt designs are supported by popular and past texts so that there is a double interaction between images and texts. The beauty value is when Batman, Spongbob, Superman, Doraemon, Upin and Upin and other popular characters whose settings are from the United States, Europe, or Japan are contextualized in a local setting. The courage puts the icons of something that is not appropriate so that it seems against the standard to make the design seem dynamic and in accordance with the tastes of this era. This is reinforced by the statement [5] which states that the tastes of the people lately have a tendency to like contemporary art which uses icons of traditional culture to be taken from their physical and spiritual values.

However, the findings in the first phase are not final and cannot be said to support the creative industry because the results of this design innovation are still prototypes in the form of two-dimensional design and have not been applied in t-shirts. Therefore, it is very necessary to do concretization into a prototype form in the form of three dimensions. Therefore, the concretization stage for making 3-dimensional prototypes or production is done by screen printing on shirts.

The stage of the realization of the two-dimensional design into a three-dimensional work in a T-shirt complete with pictures is done so that further development and refinement can be carried out [6]. The t-shirt printing activity is also in order to find out the production costs so that later the price can be estimated so that it can still be reached by nominee buyers. Before the mass production process is carried out, the candidate product or prototype

must be t-shirt so that it can be tested and product and product evaluation.

In addition to getting more in-depth input, user interviews, and stakeholder interviews are also very important to be done in completing the repairing data from the trial technique. The testing technique is carried out by producing sufficient quantities of shirts to determine the response power or interest of tourists towards the aesthetic quality of the formation of products that have been innovated. A series of trials are expected to have valuable inputs for product improvement.

Based on that, this second year research is urgent because the potential of souvenirs in tourism objects in Semarang City is very large in order to support the creative industries of souvenirs which indirectly also enliven the tourism industry of Semarang City. The design innovation shirt through the use of a combination of present and past motifs is a unique and highly prospective design potential to be able to sell with a high enough quantity. If this is done then the expected results are the very high value of its usefulness for the welfare of craftsman and sellers of souvenirs in Semarang City tourism objects. Thus, the goal to be achieved in this second year of research is to develop and refine the final product in three dimensions in the form of t-shirts in a contemporary style, identify the city of Semarang, and are in demand by the market so that it can be a low-selling solution for souvenirs in the city of Semarang.

II. METHODOLOGY

The research approach is Research and Development (R & D) [7]. The procedure for the second year research is in the form of development and refinement of prototypes. The prototype development and refinement techniques include Product Evaluations, User Interviews, Stakeholder Interviews, and Usability Testing [8]. The subject of the research was a t-shirt as a souvenir of Semarang City tourism objects. The location of the study was the tourism object of the city of Semarang and the studio used in the t-shirt design workshop at the Department of Fine Arts Laboratory. The objective of this research is to produce a 3-dimensional prototype in the form of a T-shirt with the identity of Semarang City, in a contemporary style, and in market demand. In order to understand this in its entirety, we used qualitative descriptive analysis and qualitative descriptive inductively by collecting as much data as possible at the field level, then reducing it, and drawing conclusions [9]. Qualitative descriptive analysis techniques are used to analyze data relating to product aspects, especially starting lines, shapes, colors, fonts, and icons as well as lay-out arrangements that are used as elements and principles in t-shirts. While quantitative descriptive analysis techniques are used to analyze data that has been obtained based on market testing techniques both small-scale trials and large-scale trials.

III. RESULT AND DISCUSSION

A. Overview of First Year Research Implementation

In general, the first year research has produced a t-shirt souvenir design in the form of a two-dimensional prototype whose segmentation is focused on children. The designs that were successfully created are as follows. The first is a

contemporary t-shirt design that combines the Central Java Grand Mosque (Indonesian icon) with Upin and Ipin (Malaysian icon). The second is a contemporary t-shirt design that combines Warak Ngendog (the past and local icons of Semarang) with Upin Ipin (contemporary icons and icons from Malaysia). The third is a contemporary t-shirt design that combines Javanese Semarang (past icons) with Ironman (contemporary icons). The fourth is a contemporary t-shirt design that combines Sam Po Kong (past icons) with Spongebob (contemporary icons).

B. The Process of Making T-Shirt Concretization from 2-Dimensional to 3-Dimensional Prototype

The manifestation of a two-dimensional prototype into a three-dimensional form is done by means of screen printing, which is to move the design that is still in the paper to the shirt cloth. The process of transferring t-shirt designs at this stage uses CMYK raster screen printing models to produce a variety of colors. The number of screen printing shirts produced in each design amounted to 12, so the total amount produced was 48. The screen printing process, starting with the master design, is scanned full-color with a sharpness of 300 dpi so that it can produce filter printing clichés in CMYK format. Continued the recording or recording process of each C cliché, M cliché, Y cliché, and K cliché into 4 screens that have been prepared. The last is the screening process on the t-shirt by sweeping the reasel on the surface of the screen that already has painted so that the cliché can be attached to the shirt under the sreen. The screen printing stage which starts from magenta, yellow, cyan, and black will produce a t-shirt that has been pictured.

C. Evaluation of Test Expert, User Interviewer, and Stakeholders

Before the trial was carried out, the t-shirt design product was evaluated by experts who had high sensitivity or taste. Some of the things included as an element of consideration in the assessment of the quality of a shirt that functions as a souvenir are the pleasures of desire, the pleasure of buying, the pleasure of the object itself, the pleasure of use, and the pleasure with regard to others. Based on the quality taste of the experts, from stakeholders, souvenir shop owners, consumers, and art or design experts, the four t-shirt designs are worthy of testing.

D. Trial Stage

To produce a design that is truly tested, the next stage is testing both on small scale and wide scale. The trial was carried out in order to understand the aesthetic quality of t-shirt designs in a contemporary style that has been successfully created from the point of view of the general public. The questionnaire is not intended to obtain an aesthetic solution. Aesthetic needs that are considered not yet entered from visitors in souvenirs will be used as a basis for consideration of design improvements. The aesthetic needs of visitors who are considered not accommodated will be used as a basis for design improvements. Even if there is a desire to improve, especially the composition, image and expression input or the message of the meaning of a t-shirt design in order to improve the design that is solutive, it is not directly fully accommodated, but it is still discussed with experts.



Fig. 1. 3-dimensional prototype in the form of screened T-shirts and 3-dimensional prototypes

This small-scale and wide-scale trial was conducted in several centers of souvenir sales in the Semarang City Tourism Object involving a number of respondents. Respondents were souvenir shop owners, customers who were visitors to Semarang City attractions, such as the Central Java Grand Mosque and Sam Po Kong, as well as input from design experts. Small-scale trials involved 30 respondents and a large-scale trial involving 60 respondents. Visitors to tourism objects in Semarang City are prospective users who are located as connoisseurs or appreciate t-shirt designs. Therefore, the trial was conducted involving community representatives. They are determined as respondents in the hope that they will provide inputs to the advantages and disadvantages of a more specific and final aesthetic orientation towards the 3-dimensional prototype namely the shirts that have been made.

Table 1. Criteria for the feasibility of aesthetic novelty design for a T-Shirt designs contemporary style

No.	Category Percentage	aesthetic qualifications	sales equivalents
1.	81%-100%	Very Beautiful and Creative	Very worthy
2.	61%-80%	Beautiful and Creative	Worthy
3.	41%-60%	Pretty Beautiful and Creative	Enough worthy
4.	21%-40%	Less Beautiful and Creative	Less worthy
5.	0%-20%	Not Beautiful and Creative	Not worthy

Table 2. Average response aspects dimensions of prospective consumers to quality product of souvenir T-Shirt designs in small scale and wide scale

Consumen Dimension	Response of Aspect	Score (%)				
		5	4	3	2	1
Contemporary Modification Souvenirs						
1	Principles of Contemporary Souvenirs	76	11	6	5	2
2	Elements of the Beauty of Contemporary Souvenir Forms					
	Elements of Contemporary Art	80	9	6	3	1
	Principles of Contemporary Design of Visual Souvenirs	76	15	6	4	0
3	The Selling Price of Contemporary Souvenirs is Rp. 15,000-25,000.00	73	14	9	4	1
Average Percentage of Principles, Beauty of the Shape and Selling Price of Contemporary Souvenirs of Semarang City Tourism Objects						
		74	13	9	3	1
Selling Eligibility Criteria		Worth Selling				

Based on table 2, the average results of small and wide scale trials, respondents who stated that contemporary t-shirt souvenirs were based on the quality of aesthetic t-shirt designs in contemporary style amounted to 74%. Based on table 1, the assessment of consumer response to t-shirt products amounting to 74%, it can be concluded that the design of t-shirts that functioned as souvenirs of Semarang City tourism objects has been appreciated by respondents in the category of very beautiful and creative so that it is worth selling. From the survey results show that respondents appreciated all aspects that were asked as indicators of the quality of souvenir shirt designs of Semarang City tourism objects by giving an average rating of contemporary souvenir principles above 76% for the beautiful and creative score category. The respondents also had a very positive response about the beauty element of contemporary souvenir form 78% and an assessment of the selling price of contemporary souvenirs of Rp. 15,000-25,000.00 by 73%. The average percentage of principles, the beauty of the shape and selling price of contemporary souvenirs in the tourism object of Semarang city is 74%.

Based on these findings, the shirt design responses that have been obtained from visitors are then confirmed again with experts to obtain input for improvement. The consideration is that the design includes part of the work of art, so the approach used to find out the advantages and disadvantages of the work that has been made in the most important priority is to keep asking for input from people who have competence or expertise in the field of the art or design world [11]. Issues that must be given solutively in the form of designs that are able to complete and meet the needs of the community remain discussed with experts or designers. Therefore, the quality assessment seems to be the most important thing is qualitative definitions although the use of quantitative data is also unavoidable. Numerical data is more of a supporting data [11].

Based on the views of Lawson, the author has asked for input from design experts using the consideration of the quality of t-shirt designs that have been used as signs in the trial. The aesthetic signs include the quality of contemporary t-shirt souvenir principles, visual elements in contemporary t-shirt souvenir designs, contemporary design principles of contemporary t-shirt souvenirs, and the selling price of contemporary souvenirs. The principle of t-shirt design as a souvenir is very dependent on the uniqueness of the form displayed, the ease of being carried and stored, the new regional identity, the new and different souvenir designs, and impressive aspects of locality in a contemporary style.

After adjusting to the input of experts, the quantitative findings based on the survey can be concluded as follows. T-shirt designs that have been developed through the incorporation of local icons Semarang with popular icons of contemporary children have proven to be positively responded to by the community so that they are suitable for mass production and sold on the market. A contemporary aesthetic enrichment process through the incorporation of local icons The present and popular icons of this present era have never been attempted by previous t-shirt design actors. Contemporary modified t-shirt designs have a very unique and beautiful design. The development design that has been actualized in the form of a three-dimensional prototype is an innovative step of creativity and in tune with the times.

Implications At this stage of small and wide scale trials, souvenir design shirts are ready to be produced in large quantities and sold to the market.

IV. CONCLUSION

The conclusions that can be obtained are as follows. First, in this research, a 2-dimensional prototype has been realized in the form of a t-shirt design in the form of a 3-dimensional prototype. Second, the 3-dimensional prototype in the form of t-shirts has been tested both on a small and wide scale. Respondents stated that contemporary style t-shirts are worth selling. Third, t-shirt designs that are successfully produced and ready to sell have been contemporary styles with the advantages of a combination of local icons or traditions with today's popular idioms that have the impression of humor, humor, parody, and interest. The suggestion that can be put forward is the making of t-shirts souvenirs in order to support the creative industries of tourist attractions, so the development must be continued to be done dynamically adjusting the era while maintaining the identity tradition of the city of Semarang.

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