

T-SHIRT CREATIVE DESIGN OF ETHNIC BALINESE FIRST NAME: COPYWRITING PRACTICE AND IMPLEMENTATION

Ngurah Adhi Santosa¹⁾, Gede Pasek Putra Adnyana Yasa²⁾, Ni Putu Ayu
Nadia Budiani³⁾

^{1),2),3)} Institut Desain dan Bisnis Bali

¹⁾ adhilettero@gmail.com

²⁾ pasekputra99@gmail.com

ABSTRACT

In the past decade, competition in creative design cannot be avoided. Every creative person / designer is demanded to be more creative in being able to win the competition. A designer must be able to increase his creativity towards designs made to defeat competitors. In the last few years, in Bali has emerged and developed a t-shirt design that utilizes the ethnic Balinese first name as one of the practices of creativity and implementation of creative design. This design is the result of creative processing that adapts Balinese local wisdom. This phenomenon is interesting to be explored and analyzed in depth. For this reason, this study aims to analyze the practice and implementation of the ethnic Balinese first name t-shirt copywriting design through a qualitative interpretive approach. Data was collected through observations at one of the t-shirt producers and interviews with the owner and the originator of creative design ideas. Data collected, analyzed and interpreted based on the design scientific perspective. The results of the study show that the purpose of applying copywriting that emphasizes the Balinese ethnic first name as a t-shirt design is a form of admiration for local identity shown through a t-shirt product. Creative strategies are formed through the use of local identities that are well known in the wider community, as well as strategies to win competition in the increasingly stringent and growing creative industries.

Keywords: *creative design, t-shirt design, copywriting, ethnic Balinese*

PRELIMINARY

Technological advances that occur at this time have many positive and negative impacts on humans. On the positive side, technological advances provide many opportunities to create a variety of new things for the needs of life. But if it is not balanced with creativity and productivity, then what happens is the inability to compete and survive in the tight competition of life that is so fast. Creativity is needed to be able to develop and compete in a fast-paced world like today. For this reason, creativity is needed by every human being, including those working in the creative field, for example the design industry. A design style that is popular or trending can spread and change quickly because of the ease of access to information, whether through websites, social media or various other information platforms. Therefore it has an impact on increasing competition in producing a design product. Because generally products with a trendy design style will certainly be quickly imitated and produced by competitors to be able to meet the needs of the community.

This trend is indeed not new in the product design industry, especially in the clothing industry or what is commonly called the clothing line. A design style that is trending, will very quickly spread and influence the design results of products produced by each clothing line manufacturer. In Bali, although each clothing business has a different character, the trend of design style will have a strong influence on the appearance of the products produced, for example on t-shirts. Then unintentionally will create a tendency to decrease the identity function of each

business, because the products produced have a tendency of almost similar design style. If it is not balanced with creativity and originality of a strong idea in packaging design style, it will have implications for the achievement of business results that are less than the maximum and do not have the motivation to become winners in business competition.

Talking about creativity and originality of ideas in producing T-shirt products, many things can be explored and used as identity, one example is local wisdom. Bali Island has a lot of local wisdom that can be explored and packaged as a differentiator in its design. One of them is by applying the identity of the Balinese ethnic name into a design on a t-shirt product as is done by a clothing business called Umah Kaos. This business tries to offer creative ideas in t-shirt design by utilizing texts such as Wayan, Made, Nyoman, Ketut as copywriting on t-shirt designs. As is known, the ethnic Balinese community in general has a distinguishing characteristic about naming, namely the first name that serves as a marker of birth order. This makes the ethnic Balinese community have a first name as one of the identities, either as a marker of birth order, or identical call characteristics to be remembered by other people who live or visit the island of Bali. This characteristic, identity and other cultural diversity makes it a world-famous tourism destination.

The emergence of the phenomenon of t-shirt design with the ethnic Balinese name produced by Umah Kaos certainly gave rise to a unique and creative new trend in the intense competition of clothing line business in Bali. If in general the design style of t-shirts produced by the clothing line in Bali is heavily influenced by design styles that are trending in Indonesia or abroad, but Umah Kaos tries to give a different look by packaging local wisdom as a product appeal. Therefore, it is interesting to explore and discuss about the practice and implementation of creative design carried out by Umah Kaos in presenting the first names of ethnic Balinese as copywriting in t-shirt designs. The hope, from this discussion can be a guide for visual communication designers in developing creative design ideas in order to compete in the intense competition in the current era of globalization.

METHOD

This research uses textual analysis method with interpretative qualitative approach. Textual analysis is used to explore behind the emergence of ethnic Balinese first name t-shirt designs. The data were collected qualitatively through observation in one of the t-shirt producers and interviews with the owner and the originator of the creative design ideas. Observations were made on social media accounts owned by Umah Kaos namely Facebook and Instagram. Observations were made to determine the variants of t-shirt designs offered. While in-depth interviews were conducted to find out the background information and the purpose of making T-shirt designs using ethnic Balinese first names. Data collected, reduced and analyzed are then interpreted based on a design scientific perspective.

DISCUSSION

T-Shirt First Name Ethnic Bali Production Umah Kaos

One of the t-shirt manufacturers in Bali with the design of ethnic Balinese first names is the Umah Kaos. Umah Kaos is a t-shirt sales business that was established in 2015. Umah T-shirt was founded by I Made Suwarnata at once the owner. Umah Kaos produces T-shirts with a pre-order system. In addition, it also serves the making of t-shirts with a theme design according to the special request of the customer or often called custom. For pre-order systems, Umah Kaos have a number of t-shirt designs on offer. One design that is currently being offered and is bustling on the market is a T-shirt with a Balinese ethnic first name design. This t-shirt design displays text (in the design world known as copywriting) in the form of

one of several ethnic first names in Bali, such as Wayan, Gede, Made, Kadek, Nyoman, Komang, and Ketut.

The design of the ethnic Balinese first name t-shirt created by Umah Kaos has several packaging design variants that are displayed in a number of visual combination games. Until now there are several packaging variants, including:

1. The combination of copywriting the ethnic Balinese first names using Sans Serif letters with colorful geometric patterns, the Balinese Pride tagline written using Script letters and Bali island icons,
2. The combination of copywriting ethnic Balinese first names using Script letters, the Balinese Pride tagline written using Script letters and the island icons of Bali,
3. The combination of copywriting the ethnic Balinese first name using decorative letters with a Balinese ornament theme, the Semeton Bali tagline written using the Balinese script and the island icon of Bali.
4. The combination of copywriting the ethnic Balinese first name using Balinese script, Balinese Pride tagline written using Sans Serif letters and the icon of the island of Bali.



Figure 1. Design of Balinese ethnic first name variant 1
Source: personal documentation



Figure 2. Design of Balinese ethnic first name variant 2
Source: personal documentation



Figure 1. Design of Balinese ethnic first name variant 1
Source: personal documentation



Figure 2. Design of Balinese ethnic first name variant 2
Source: personal documentation

These four variants are offered periodically, in the order described in the previous explanation. The purpose is offered periodically in order to provide an alternative display design that can be chosen by consumers to order. T-shirts with ethnic

Balinese first name designs are marketed online through several social media such as Facebook and Instagram with a pre order system.

Creative Design First Name Ethnic Bali

The Balinese have a lot of uniqueness and cultural diversity which makes it famous as one of the tourist destination islands in Indonesia and the world. One of the uniqueness that is owned is the first name that characterizes and identifies the ethnic Balinese community. The word identity is an "essence" of the self which usually refers to something that is universal and eternal, and is expressed through representations that are recognized by oneself and others (Barker 2014:133). Meanwhile, according to Eriksen, in everyday life, identity refers to the uniqueness of individuals as social groups (Eriksen 2004:156). The ethnic Balinese first name itself is a term to identify the birth order of the Balinese ethnic community, and generally becomes a nickname in the social life of the Balinese people. The use of ethnic Balinese first names such as Wayan, Gede Putu, Kadek, Komang, Ketut and others has become a cultural tradition of ethnic Balinese. Based on the origin of the word ethnic Balinese first name, the name Wayan comes from the word "*wayahan*" which means the oldest in the birth order, then the name Made is derived from "*madya*" which means middle (Sastry 2018).

The use of ethnic Balinese first names as nicknames, is very common in the social life of the Balinese people. Therefore, it indirectly becomes a characteristic and identity for the famous Balinese people in Indonesia and even in the world. Not infrequently this ethnic Balinese first name is often built or used as an identity. Some examples are used for the names of various types of businesses, or brands originating from Bali. This case is in accordance with the statement from Kumbara, who said that cultural identity as something intentionally built and clearly related to a set of relative beliefs surrounding the concept of culture (Kumbara 2019:24). If it is related to the design of t-shirts that use ethnic Balinese first names, it shows that Balinese ethnic names have the strength and value of local uniqueness. Local uniqueness can be used as an attraction and characteristics in the midst of intense market competition in the current era of globalization. Meanwhile, according to Made Suwarnata as the owner of Umah Kaos, the first name of ethnic Balinese has a strong personal touch in the minds of the ethnic Balinese community. First name that has the ability as a personal touch, becomes a pride for the Balinese when introducing themselves in the social relations and social life of Bali which is famous for being heterogeneous and for the world community (interview, 9 July 2020). Suwarnata's opinion is in line with Piliang and Jaelani's thoughts about the importance of an image. Images or images are said to be important because they can shape the contemporary world and are almost found in all aspects of life (Piliang and Jaelani 2018:71–72).

The uniqueness of the ethnic Balinese community in the form of name has apparently not been touched and utilized as a creative design idea, especially t-shirt design. T-shirts are one type of clothing that is a primary human need because it is most commonly used to protect the human upper body. T-shirt designs are very diverse in shape, ranging from displaying the identity of a brand or group, illustrations that are both simple and complicated, to the use of texts that lift a message. In the span of approximately one to five years, design styles that feature simple copywriting are produced by many clothing brands in Bali, such as Hanaka & Co., Slashrock, and Voordurend. This t-shirt design style then became popular or a trend among Balinese people.

Copywriting is a term commonly used in the world of advertising. Etymologically, copywriting comes from two words namely copy and writing. Copy is interpreted as writing, manuscript, and product advertising. While writing means writing. So copywriting is an art of persuasive message writing aimed at advertising and motivated by strong entrepreneurship (Ariyadi 2017:1). Copywriting can also be said to be a form of marketing because the aim is to get a response from readers in

order to increase sales or brand awareness for consumers. Copywriting serves to attract customers to the products offered, so copywriting is also referred to as an effective marketing technique. Copywriting can shape consumer behavior to buy products and fulfill the seller's message. For that reason, copywriting usually has an informative, persuasive, interesting, evocative, and moving element.

The emergence of design style trends by utilizing simple copywriting on t-shirt designs, made Umah Kaos as one of the t-shirt manufacturers take the initiative to try to take advantage of the opportunity to use ethnic Balinese first names as copywriting. According to Made Suwarnata, the idea of making a t-shirt design by highlighting the ethnic Balinese first name arose because of daily experiences, namely using a Balinese ethnic first name as a nickname in social life in Balinese society. As Suwarnata said, the ethnic Balinese first name has a personal touch. Therefore, it is used as a creative design idea to attract consumers. During this time the selection of copywriting ideas with the theme of the locality of Bali has only been able to reach the extent that is already very commonly known in the world of Bali tourism, for example the selection of copywriting with the theme of the beach or the famous Kuta beach in Bali. Based on that, Suwarnata sees that there is another side of the Balinese identity that is the ethnic Balinese first name with the power of its personal touch. Moreover, until now the ethnic Balinese first names have not been exposed in the form of t-shirt designs which incidentally are the primary needs of the community in their daily lives.



Figure 5. Hanaka T-shirt Designs & Co Catalog 2017.
Source: <http://instagram.com/hanakaclassic>



Figure 6. Slashrock T-shirt catalog design 2017.
Source: <http://instagram.com/slashrockgear>

Judging from the application of design elements, ideally a design is formed by a combination of several elements, such as illustrations, copywriting, typography, and colors that work together to convey the message to be conveyed. But in this case, the design of the ethnic Balinese first name t-shirts produced by Umah Kaos, in proportion to the design elements, it can be seen that they are dominated by copywriting elements. While the use of illustrations in the form of an island icon of Bali is only seen as a small supporter, and in two alternative designs, namely the design of T-shirts 2 and 4 is more dominated by simple colors, namely white. The application of color is quite a lot in the design of shirt number 1 (see picture 1), while design number 3 (see picture 3) applies two colors namely golden brown and black. As for typography, the average design uses a combination of two types of letters, so as a whole produces a design that seems quite simple.

The thing that drew the attention of the Umah Kaos production was the strength of copywriting that was most highlighted as a creative idea in design. Copywriting is highlighted as a strategy to be able to work effectively in conveying design messages. To achieve its objectives, in copywriting there are classifications of text types that are divided based on the function of the text. Associated with the design of the first ethnic Balinese name t-shirts produced by Umah Kaos, the type of

copywriting used was headlines in the form of Balinese ethnic first names such as Wayan, Gede, Made, Kadek, Nyoman, Komang, and Ketut. The first names are supported by the tagline "Balinese Pride". "Balinese Pride" or in the Indonesian language means the pride of the Balinese chosen to strengthen the creative ideas of the copywriting used. According to Moriarty, in an ideal design there is a tagline that functions to complement and strengthen creative ideas in a design. Therefore, headlines must be able to attract the attention of readers. In addition, the most important thing is that the headline must be able to convey the main points and creative concepts of the message to be conveyed (Moriarty, Mitchell, and Wells 2009:48).

The use of headlines of Balinese ethnic first names such as Wayan, Made and others in the design aims to convey creative ideas. T-shirt designs that feature copywriting with Balinese locality do not always have to use objects that are already well known to the wider community, for example Bali tourism. Because the Balinese ethnic first name that is characteristic and identity, and has become a tradition in the process of giving a descendant name for the ethnic Balinese community also has a personal touch value and pride for its owner. Indirectly, this headline selection also functions as a unique value, or in the copywriting and visual communication design world known as the Unique Selling Proposition. This distinguishing element aims to convince consumers that through the use of t-shirts with the design of the ethnic Balinese first name, they are able to represent the personal identity of the user. In addition, this uniqueness aims to convince consumers that the product worn has a differentiating value compared to similar designs that feature copywriting as it is a trend in society. The first name of the Balinese ethnic is the pride of the Balinese people and becomes the characteristic and identity of the Balinese ethnic community.

T-shirt production with the first name of the ethnic Balinese, rather than just as a proud of the characteristics and ethnic identity of Bali, but also can be said as a practice of cultural commodification. As stated by Piliang, commodification not only occurs in consumer goods, but also affects art and culture in general (Piliang 2003:34). The practice of commodification of Balinese ethnic first names can be seen from the aspects of production, distribution, and consumption. These three aspects are interconnected and cannot be separated from one another. The assumption is that a commodity does not only stop with production problems, but also related to the distribution and who the consumers are. This is consistent with his opinion Fairclough, which states that commodification is a fairly broad concept, not only concerning the production process, but also how goods are arranged and conceptualized in terms of production, distribution, and consumption of commodities (Fairclough 1995:207). The practice of commodification of Balinese ethnic first names begins with the production process on the shirts. T-shirts are designed by using copywriting as a marketing or advertising strategy. Furthermore, it is distributed with pre order techniques through social media Facebook and Instagram. The target market or consumers, not only the local Balinese community but also the world community.

CONCLUSION

Local identity in the form of a Balinese ethnic first name is used as an idea for the creation of T-shirt product design. The attractiveness of local identity or a characteristic becomes the creative strategy of Umah Kaos in the midst of the current tight market competition. The choice of a local identity in the form of a Balinese ethnic first name as a creative design idea through copywriting strategy and most highlighted because it is believed to have a strong personal touch in the minds of the people. Prominence of copywriting is done as a strategy so that it can work effectively in conveying the design message. The use of ethnic Balinese first names as copywriting aims to attract both local and global consumers. Copywriting that is applied in the form of headlines such as Wayan, Gede, Made, Kadek,

Nyoman, Komang, and Ketut, and supported by the tagline "Balinese Pride". Headline selection functions as a unique value, or in the copywriting and visual communication design world known as the Unique Selling Proposition. This distinguishing element aims to convince consumers that through the use of t-shirts with a Balinese ethnic first name design is able to represent the personal identity of the user. To that end, t-shirt designs that feature copywriting with Balinese locality do not always have to use objects that are already very well known to the wider community, for example objects related to Bali tourism.

REFERENCE

- Ariyadi, Widya. 2017. *101 Amazing Copywriting Ideas*. Yogyakarta: Quadrant.
- Barker, Chris. 2014. *Kamus Kajian Budaya*. Yogyakarta: Kanisius.
- Eriksen. 2004. *What Is Anthropology?* London: Pluto Press.
- Fairclough, N. 1995. *Discourse and Sosial Change*. Cambridge: Polity Press.
- Kumbara, A. A. Ngr. Anom. 2019. *Konstruksi Identitas Sasak: Pergulatan Kuasa Islam, Adat, Dan Modernitas Di Lombok*. Yogyakarta: Garudhawaca.
- Moriarty, Sandra, Nancy Mitchell, and William Wells. 2009. *Advertising*. Jakarta: Predana Media Group.
- Piliang, Yasraf Amir. 2003. *Hipersemiotika: Tafsir Cultural Studies Atas Matinya Makna*. Yogyakarta: Jalasutra.
- Piliang, Yasraf Amir and Jejen Jaelani. 2018. *Teori Budaya Kontemporer: Penjelajahan Tanda & Makna*. Yogyakarta: Aurora.
- Sastry. 2018. "Kamu Wayan, Made, Nyoman, Atau Ketut? Ini Perbedaannya." Retrieved (<https://www.idntimes.com/hype/fun-fact/sastry/kamu-wayan-made-nyoman-atau-ketut-c1c2/4>).