

UTILIZING LOCAL VALUE AS A CREATIVE STRATEGY FOR THISISBALICO CLOTH PROMOTION

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ABSTRACT

Seeing the high business opportunities in Badung Regency and the growing and increasing public demand for services related to fashion needs is currently experiencing very rapid development. The creative strategy of advertising a product in the clothing business through social media by utilizing local values is by using the concept of local Balinese wisdom, especially the Buleleng area which is a characteristic of thisisbalico brand to introduce products more broadly to the public. Some examples of creative strategies used by thisisbalico in utilizing the development of local Balinese culture include using Balinese writing on clothing designs, using several cartoon characters using Balinese traditional clothes, and using Instagram social media as a means of marketing or promotion by working the same as public Figures so that thisisbalico's products are better known by the public.

Keywords: creative strategy, social media, local culture, promotion.

1. INTRODUCTION

The fashion business is still a high opportunity and is always growing very rapidly. This is marked by the number of innovative and quality fashion products and has a variety of loyal fashion adherents. Currently the function of clothing is not only to cover and protect the body but also as a reflection of personality, lifestyle and social status as well as the needs that are always inherent in humans who will continue to exist and develop in society.

Fashion is a type of product or the extent to which behavior is temporarily used by a large number of consumers because the product or behavior is judged by society to be appropriate or appropriate at a certain place and time. One type of business that is engaged in the fashion world is distribution and clothing company. Distro is an abbreviation of distribution outlet or distribution store that sells various kinds of fashion products from local clothing brands that do not yet have their own store. Meanwhile, clothing companies are manufacturers that produce all their own products with their own labels.

Until now, little by little Clothing business in Bali has begun to grow to open a clothing store business and make new breakthroughs by uniting elements of local wisdom in modern fashion. Buleleng Regency is one of the cultural customs and the language is still very strong. So that it can create new fashion trends as well as introduce culture as a characteristic of Bali. In opening this business, the author focuses on the production of t-shirt models that are designed by combining text and images that show Balinese local wisdom.

Creativity and innovation in the field of design and product quality is very possible, because most of the young entrepreneurs generally have an educational background in the field of art and design. Creativity is a relevant topic not only for entrepreneurs who are just starting out, but also for business and business activities in general. Innovation or creative strategy by making written designs using Balinese which have their own and unique meanings and some cartoon characters.

Creativity in human life can always provide a dynamic change. Every human being is born with creative potential. However, sometimes there are individuals who are creative and some are not, this is more due to the presence of individuals who develop their creativity and some who do not (Pratama, 2022).

2. RESEARCH METODOLOGY

This study uses a qualitative method. According to Saryono (2010), qualitative research is research that is used to investigate, find, describe, and explain the object being studied. In this study, the facility used as the basis for research sources is Instagram social media which is a promotional media from thisisbalico by showing works or designs based on local wisdom values, especially Balinese culture.

Data collection techniques used in the form of primary data and secondary data. Primary data was obtained by means of observation and study from the internet. Observation technique is a data collection technique, where researchers make observations directly to the object of research (Riduwan, 2004). The study of the internet is a technique of collecting data or information through social media using Balinese traditional clothing which is the hallmark of the brand. This product not only aims to introduce Balinese culture with its local wisdom but also instills a sense of love for the homeland and pride in being Balinese for local consumers. The incorporation of culture in this design aims not to leave our own culture, such as making a modern design by combining certain elements related to our culture. With product marketing through promotional media that can be used as a means of displaying advertisements. Activities in advertising can be through social media, namely Instagram is one of the creative strategies for utilizing local values, one of which is the thisisbalico brand to introduce products more broadly to the public.

3. RELATED RESEARCH

Based on the description above, this article will discuss creative strategies to advertise a product in the clothing business through social media by utilizing local values, namely by using the concept of local Balinese wisdom, especially the Buleleng area which is a characteristic of a brand.

According to Sibero (2011), the Internet is an Interconnected Network which is a computer network that connects computers globally. The internet is used to make it easier to find precise and accurate data or information.

By using this technique, the author can show the results of the creative strategies used in the utilization of local cultural values in the work of thisisbalico brand production. This study applies a qualitative descriptive method to analyze the data using words and pictures that are descriptive analysis.

4. RESULTS AND DISCUSSION

Clothing is a term to refer to a t-shirt-making company. The full term is a clothing company that makes clothes in the form of t-shirts under production with its own brand. T-shirts which became the main production of clothing companies then developed into all secondary human needs, namely their style.

Bali is an island with a thousand temples that have exotic natural beauty and a very strong culture. In addition to its natural and cultural beauty, Bali has potential that most people may not realize, especially those from outside Bali, namely the creativity of its young people. Through the creativity of young Balinese who have a high entrepreneurial spirit, local brands are born that are able to create their own fans, one of which is the clothing company owned by Thisisbalico. Thisisbalico is a clothing company located at Jl. Sahadewa no 9c Banyuasri, Buleleng, Singaraja, Bali. Thisisbalico is one of many clothing companies that use creative strategies in clothing design using Balinese language which has its own and unique meaning as well as several cartoon characters using traditional Balinese clothing that characterizes this brand.

Some examples of creative strategies used by Thisisbalico in utilizing the development of local Balinese culture include using Balinese writing on clothing designs, using several cartoon characters using Balinese traditional clothes, and using Instagram social media as a means of marketing or promotion by working the same as public Figures so that thisisbalico's products are better known among the wider community. In this case, the development of the media industry in terms of technology is very influential until the emergence of various processes in creativity (Pratama, 2020).

USE OF WRITING IN BALI IN CLOTHING DESIGN

Each region must have its own uniqueness ranging from customs to the everyday language used to communicate with local residents. Bali as an island that is famous for its very thick culture and customs also has a distinctive and interesting regional language to understand. With the development of the times, more and more local residents have begun to forget the culture of their area, one of which is the use of the Balinese regional language, therefore, through the application of creative strategies for young Balinese children in the clothing business, thisisbalico tries to develop and introduce Balinese culture through products in the fashion sector using Balinese writing, here are some of Thisisbalico's productions using Balinese writing as the designs on the clothes they produce, including:



*Figure 1. matur suksma letter as a dress design
[Source: @thisisbalico instagram]*

Matur Suksma is a Balinese language which when interpreted in Indonesian means "thank you". In everyday life, Balinese people use the word "matur suksma" to express gratitude to others. The use of the word matur suksma is a strong attraction where the word thank you is a simple word that is widely used in everyday life.



this. is Bali

*Figure 2. Om Swastiastu letter as a dress design
[Source: @thisisbalico instagram]*

Om swastiastu is a greeting commonly spoken by Hindus. This greeting is usually spoken by the Balinese community or people who are Hindus when they meet other people, opening greetings in an event, and has become an everyday language commonly used by Hindus. The effect of Om Swastyastu as the main language of the Balinese community is also a characteristic of Bali that attracts the wider community.

USING CARTOON CHARACTERS USING BALI TRADITIONAL CLOTHES

The culture of the Balinese people is one of the biggest cultural identities in Indonesia. The uniqueness of Balinese culture can be seen in various ways, including the type of Balinese traditional clothing they use. In terms of efforts to develop local Balinese culture for clothing design works, thisisbalico also inserts several cartoon characters who use traditional Balinese cultural clothing, including:



Figure 3. Characters letter as a dress design
[Source: @thisisbalico instagram]

The design of a shirt that reads "this is Bali" by including 2 cartoon characters wearing traditional Balinese clothes is a form of creative strategy used by thisisbalico to introduce to people that this is an example of traditional Balinese clothes.



Figure 4. Characters letter as a dress design
[Source: @thisisbalico instagram]

The design of clothes featuring female cartoon characters using traditional Balinese clothes and modified by adding several additional images such as skateboards also illustrates the uniqueness of the works or designs produced by thisisbalico that are able to attract consumer interest

COOPERATION WITH PUBLIC FIGURE THROUGH INSTAGRAM SOCIAL MEDIA

Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram's own. Instagram is one of the most popular social media by today's society, especially young people because it not only allows for sharing photos and videos but is also useful for finding information about selling products that are shaded by online shops. The benefit that can be obtained from promotion through this e-catalogue is that it can open up product promotion areas that are not only limited to local areas but also abroad (Peradantha, 2020).

In this effort, thisisbalico uses Instagram as a promotional tool to sell their work or product designs by posting pictures of the clothing design products they make and collaborating with a comedian from Buleleng named Rare Kual. Rare kual is a comedian from Buleleng, Singaraja who is known for his comedy and Balinese musical instruments and songs that he usually performs. This is one of the creative strategies implemented by thisisbalico to develop its clothing business so that it is more widely known by the outside community and to attract consumer interest in the fashion sector by upholding the theme of local culture.



Figure 5. Public Figure Characters letter as a dress design
[Source: @thisisbalico instagram]

The picture above shows the Figure of Rare Kual who is using one of the clothing designs produced by thisisbalico. Rare qual has been one of the promotional models for thisisbalico's products since the beginning of the store's opening. Thisisbalico store itself has been open since August 2016. Meanwhile, the cartoon character listed on the shirt explains that Bali is a peaceful and serene island.



this. Bali

*Figure 6. Public Figure Characters letter as a dress design
[Source: @thisisbalico instagram]*

The picture above shows the Figure of Rare Kual who is using one of the clothing designs produced by thisisbalico. Rare Kakul uses one of the product designs from thisisbalico which carries the theme of using the Balinese language as the main design of the shirt. The words "demen ngalih timpal" in the design of the clothes represent the friendly and gregarious Figure of the Balinese people. The meaning of "demen ngalih timpal" itself if interpreted in Indonesian means "likes to make friends".

5. CONCLUSION

Based on the discussion above, it can be concluded that the application of creative strategies in making a work is very important because in addition to attracting consumer interest, with creative strategies that are created, it can make the products we produce have their own characteristics and are easy for the public to remember that the work is made by us. . Some creative strategies in utilizing local values in thisisbalico brand are several types of strategies that are often encountered in marketing a product. The strategies used include using writing in Balinese on the design of clothes, the use of several cartoon characters who use traditional Balinese clothes, and using Instagram social media as a means of marketing or promotion by collaborating with public Figures so that the designs or works of thisisbalico products are used. better known among the wider community and able to attract.

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