

Medan City Icon Image as Applied Art on Tourism T-Shirts

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ABSTRACT

The general aim of this research is to create a new design and apply it to typical Medan City souvenirs on T-shirts which are starting to be difficult to find. So that tourists who visit Medan can get a more interesting and varied variety of souvenirs, it will also support tourism in the city of Medan as well as become a reference for designers who want to develop a clothing business with characteristics typical of the city of Medan. The method used is a qualitative method, with a design thinking method approach consisting of the empathize, define, ideate, prototype and test stages. The results of the research are t-shirts as souvenirs, as a form of creativity that elevates the iconic shape of the city of Medan. Add value to souvenirs in the form of t-shirts that previously existed and add aesthetic value to t-shirt designs with Medan icons. Adding a variety of souvenir items to tourist destinations in the city of Medan.

KEYWORDS

T-Shirt
Icon of Medan
Design
Applied Arts

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INTRODUCTION

Souvenirs are objects that someone obtains as memories associated with their owner. Souvenirs can be any objects that travelers can collect or buy and take home as memories of visiting or traveling to a place (The Collins Cobuild Dictionary, 2009). Souvenirs can also be defined as objects brought home by tourists or someone who has just visited a place as a memento or reminder of their trip (Webster English Dictionary). Apart from that, souvenirs are objects that are identical to a certain area (Nurnitasari, 2009). Meanwhile, souvenirs are also objects that are planned to be purchased as a reminder of an experience (Cheon and Reeve 2013).

The city of Medan, as the capital of North Sumatra Province, certainly has unique characteristics such as historical buildings, culinary delights, culture and types of transportation. Since ancient times, the characteristics of the city of Medan have been quite unique for people outside North Sumatra. Because apart from buildings, Medanese (Medanese call it Medanese) is often used as a joking accent. This is because some of the 'capable Medan' vocabulary is quite confusing, because the words or sentences spoken are incomplete or even hanging and difficult to understand. But Medan people usually understand this sentence. An icon is a sign that contains similarities in appearance as recognized by the wearer (Budiman, 2004:29). Human perception influences the interpretation and formation of this icon. A sign is designed to present a reference source through simulation or similarity (Morelli and Danesi 2004). Apart from that, an icon is a relationship based on similarity (Zaimar 2008). It is concluded that an icon is a sign that is the same or similar between a signifier and a signified. delivered directly.

The uniqueness of Medan is certainly a very good idea for making souvenir designs. So there is still an opportunity to make t-shirt products as souvenirs typical of the city of Medan. Currently, only a few brands are still surviving and even then they have entered digital shop platforms sell all products. So it does not become a typical souvenir for tourists visiting the city of Medan.

(Simbolon, Zulkifli, and Sugito 2021) with the title “Application of Ornaments in Tote Bag Design Based on Design Principles”. This study aims to determine the ability and development potential of grade VII students of SMPN 28 Medan in applying design elements and principles to tote bag designs. This research is a type of qualitative research. The method used is Descriptive Qualitative research method. (Evalina, Abduh, and Arfis 2019) with the title “Making Keychains from Resin Materials in Jaharun A Village”. Training conducted for VI grade students of SD Negeri 101964 in Jaharun A village was able to produce key chains with various shapes and simple motifs, it is hoped that in the future students can develop their abilities even better with various shapes and motifs, so that they can produce independently.

Based on some of the research above, it is very relevant to this research which both discuss the iconic Medan City to be used as an idea for creating products that can be used as souvenirs when tourists visit Medan City. In addition to that, of course, there are differences that lie in the results of the product. If the previous research used totebags and keychains as the medium, then this research uses t-shirts as the medium. In addition, the techniques used are also different, as in this study which uses the screen printing technique. This is the gap between this research and previous research.

This research aims to create souvenirs typical of Medan City on t-shirt designs by taking objects of historical buildings, means of transportation and typical Medan dialogues. This is to be a reference for enthusiasts or visitors who are looking for t-shirts as souvenirs from Medan. As in other cities, the characteristics of a place will become a tourist icon and be applied to souvenirs of the city. Many types of souvenirs can be created such as disposable objects such as bags, t-shirts, mugs, tumblers, hats, key chains and wall clocks. As for souvenirs that are only as decoration such as paintings, miniature becak, miniature sudako and historical buildings typical of Medan City. Based on the results of preliminary observations that have been made, it turns out that many are interested in having t-shirts that characterize the city of Medan, not only tourists but the people of Medan itself and 'Medan Children' who are currently domiciled outside Medan City.

METHOD

This research uses a qualitative research method with a Design Thinking method approach. Design Thinking is a method commonly used in making an application design design. This method concerns the emotional, aesthetic, and interaction impacts that can connect a system with users (Fauzi and Sukoco 2019). Design Thinking not only focuses on what is perceived, but also focuses on the user experience (Sari et al. 2020). Design thinking began to be used more formally as a problem-solving method. It was popularized by IDEO, a design consultancy founded by David Kelley. Kelley and his team used design thinking to help companies like Apple, Pepsi, and Mattel create innovative products (Pethokoukis 2006). The design thinking method consists of 5 (five) stages :

- 1) Empathize : Understand users' perspectives and feelings, find out their complaints and desires and gain insight into their challenges and aspirations.
- 2) Define : Define the main user problem to be solved and define the problem from the user's perspective and define the problem from the user's point of view.
- 3) Ideate : Generate ideas after understanding the user and his needs.
- 4) Prototype : Realizing ideas into products.
- 5) Test : Testing the product that has been produced.

RESULT AND DISCUSSION

This research was conducted in the Medan City area by analyzing souvenir products in the form of t-shirts, which have become a characteristic besides culinary. Currently the buildings that characterize the city of Medan are not many, only a few, but this icon is quite interesting because

similar buildings will not be found in other areas. Although both are Dutch heritage buildings. So if this building is painted and printed on a t-shirt, it is quite interesting and feels 'Medan'.

Empathize

After seeing typical Medan t-shirt products that are currently in Medan city outlets as well as sold in online stores. So researchers in carrying out this basic research with a process that begins with conducting surveys to objects that will become visual design models that characterize the city of Medan. Buildings around the independent field such as City Hall, Bank Indonesia Building, Post Office (Pos Bloc), and Lonsum Building. Then Al Mashun Grand Mosque, Maimun Palace, and Tirtanadi Water Tower. Here are photos of building objects that characterize the city of Medan.



Figure 1. Post Office Building (PosBloc)



Figure 2. Maimun Palace Building



Figure 3. Al Mashun Grand Mosque building



Figure 4. Tirtanadi Water Tower building



Figure 5. Lonsum building (PT. PP. London Sumatera)



Figure 6. The Medan City Hall building

Define

Through the survey results in the field, the researchers chose several buildings that characterize the city of Medan which are quite iconic and interesting. As said (Budiman, 2004: 29) Icon is a sign that contains similarities as recognized by the wearer. In addition, Icon is a relationship based on similarity (Zaimar 2008). Here are some buildings, vehicles, typical Medan words and words for Medan city.

Table 1. Jenis desain

No.	Type of t-shirt design	Description
1.	For buildings: a. City Hall b. Post Office (currently Pos Bloc) c. Maimun Palace d. Al Mahsun Grand Mosque e. Tirtanadi water tower	Several types of buildings in Medan City are Dutch heritage and their unique designs characterize Medan City.

- | | |
|--|---|
| <p>2. Typical Medan public transportation:</p> <ul style="list-style-type: none"> a. Rickshaw b. Sudako c. Bemo <p>3. Medan's signature words :</p> <ul style="list-style-type: none"> a. Getek Kali ko Yes b. Kedan From Medan c. There's a Mumps <p>4. Words to synonymous with Medan :</p> <ul style="list-style-type: none"> a. Indonesian terrain b. There will be no Malay on Earth c. Come to Medan d. I'm from Medan e. Let's go to Medan f. Medan Children: Cheap Smile, Friendly, Ready to Help, Not Arrogant, trust kelen. | <p>For public transportation, Medan has a different designation from other cities in Indonesia. Even Becak in Medan has a different shape than in other provincial cities. The typical Medan words have a basis in the Malay language, but due to the pluralization of society today, making the Malay language which was originally the daily language. Gradually mixed with immigrant languages such as Chinese, Indian, Arabic, Batak, Karo, Madailing, Aceh and others.</p> <p>Words that can motivate about Medan and the spirit to visit Medan are one of the choices for the design.</p> |
|--|---|

Ideate

According to (Pethokoukis 2006) At this stage, we can create a mind-map or chart to think about the solutions offered to face existing problems. In starting the design, researchers prepare equipment to support the work process, such as a laptop, Wacom One (pen tablet). With this tool, the researcher used 3 (three) types of design software, namely: Photoshop, Autodesk Sketchbook and Coreldraw while for photographing objects, researchers use cell phone cameras.

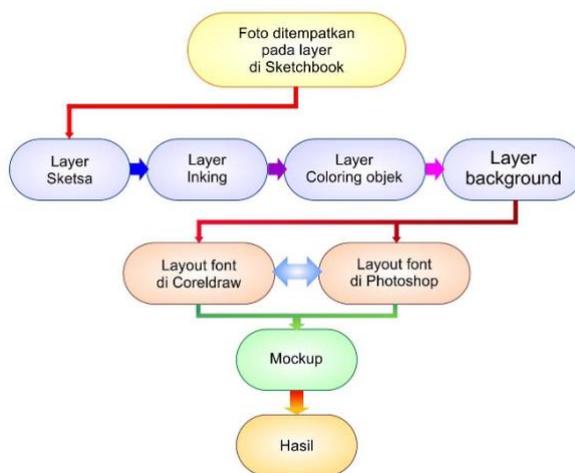


Figure 7 : Chart of the stages of the design process

The initial step in the design process, researchers and the team used Autodesk Sketchbook software for the sketching and coloring process, at this stage researchers created several layers starting from the pencil sketch layer, the next layer is inking, this layer is above the pencil sketch layer so that it is easy to trace the pencil strokes that have been made. For pencil sketches, the capacity is lowered between 50 to 60 percent so that the color of the pencil is not too hard and does not interfere with the color during inking and coloring for object coloring.

At the object coloring stage, the sketch layer is closed so as not to interfere during the coloring process. At this stage, researchers must provide colors that match the object but provide a distortion effect to make it more palatable when used as a visual on a t-shirt. One by one, the process of color and dark light such as shadow and blocking on the object to make it look more attractive. Although

in the process of coloring and inking, researchers do not focus on complicated details, but more natural coloring that becomes the typical color of the design object remains the main point.

After the coloring of the object is complete, the next step is to give the background color of the object. Such as the sky, clouds and background of the object. Usually the background coloring is not too detailed so as not to interfere with the color of the object. After the object illustration is complete, the last stage is to layout the font as the identifying words of the drawn object. The type of font size and coloring must also be considered properly so that the design composition looks good and communicative.

The following equipment is used in the design process:



Figure 8. Laptop and Wacom One Equipment as Support in Designing.

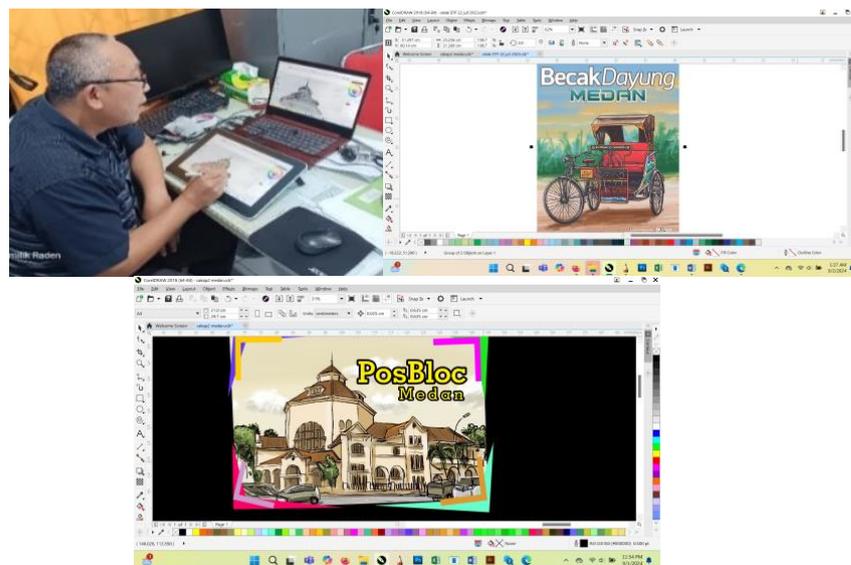


Figure 9. researchers are conducting the design process

Prototype

According to (Pethokoukis 2006) Basically, the purpose of the prototype is to develop a product design scheme until it finally becomes a final product that suits the needs and demands of the market. After the design process is complete, the next step is the printing stage. In the following, the researcher describes a series of DTF (direct to film) print and press processes on t-shirts.



Figure 10. drawing of press tool on t-shirt and paper glue, cutter and scissors

Table 2. Design result

No.	Design type	Printout to t-shirt
1	<p>City Hall One of the iconic buildings of Medan City is the City Hall which was built in 1908 by Hulswit and Fermont during the Dutch administration, renovated in 1923 by Eduard Cuypers. The building is located on Jalan Balai Kota Medan directly opposite Merdeka Square.</p>	
2	<p>Post Office (currently Pos Bloc) Built in 1911 designed by Dutch architect Snuyf, this building has an area of 1200m square with Geometric Art Deco style. Previously, this building was the main Post Office of Medan city but now it has been converted into a culinaria location with the name POS BLOC.</p>	
3	<p>Maimun Palace Designed by Dutch architect Capt. Theodoor Van Erp, a soldier of the Dutch Empire, built from 1888 completed 1891, Maimun Palace has an area of 2,772m², 2 (two) floors and has 30 rooms. Maimun Palace was built during the period of Sultan Ma'moen Al Rasyid</p>	
4	<p>Al Mashun Grand Mosque Also during the time of Sultan Ma'moen Al Rashid, construction of the Al Mashun mosque began on August 21, 1906 and was completed on September 10, 1909.</p>	
5	<p>Tirtanadi water tower This water tower building was established in 1908 as a water reservoir for the people of Medan city with the middle and upper levels under the name NV. Water Leiding Maatschappij Ajer Beresih. This water tower is now owned by PDAM Tirtanadi Medan.</p>	

6 **Pedicab**

Pedicabs entered Medan City in the 1950s with a unique shape with three wheels where the driver is on the right side of the pedicab. The passenger position is on the left side and is given a roof that can be opened and closed. The typical Medan pedicab is actually a modification of a bicycle that is given a frame on the side for passengers.



7 **Sudako**

The public transportation in Medan that replaced the bemo is called Sudako, there are 2 versions of the abbreviation Sudako:

1. Suzuki, Daihatsu, Colt
2. Sumatra Daihatsu Company

Basically, it is a type of transportation with the passenger door at the back.



8 **Bemo**

Bemo stands for becak motor which was previously used in Jakarta in 1962 and then introduced in Medan. However, Bemo was banned from operating in Medan starting in 1985 due to Local Regulation No. 2/1981 which prohibits public vehicles over 15 years old.



9 **Getek Kali ko Yes**

The word getek can be interpreted as flirtatious, which is when a person acts to seek attention either to the opposite sex or to the audience by displaying slightly seductive movements. So the word "Getek Kali Ko Ya" can be interpreted as: "How flirtatious you are".



10 **Kedan From Medan**

The word Kedan can mean friend or companion, usually Medanese people refer to someone as Kedan when they feel close and trustworthy in friendship.



11 **There's a Mumps**

The word goiter is synonymous with envy, displeasure, dislike or annoyance but in a less severe stage. So the word goiter is usually used for people who express displeasure with someone because they are luckier or better than them.



12 **Medan Indonesia**

This word wants to convey that Medan city is in the territory of the Republic of Indonesia. This T-shirt should be a souvenir for foreign tourists as a message that Medan is part of Indonesia.



13 **There will be no Malay on Earth**

This Taqline illustrates that the Malay ethnic group will remain until the end of time. The consistency of the Malay community is expected to maintain and preserve Malay customs and culture in Medan City.



14 **Come to Medan**

This invitation sentence encourages the reader to want to visit Medan. In the company of the t-shirt wearer.



15 **I'm from Medan**

This design tells that the wearer of the t-shirt has just visited the city of Medan. With a design for children's t-shirts.



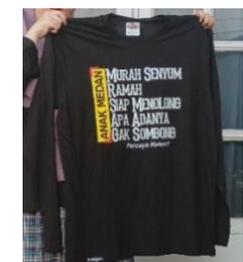
16 **Let's go to Medan**

This design wants to invite readers on the t-shirt to have a desire to visit Medan, this t-shirt design is intended for children.



17 **Medan boy: Cheap Smile, Friendly, Ready to Help, Not Arrogant, Trust Kelen.**

This slogan was created to illustrate the behavior of Medan children who basically have good behavior, although with a rough dialect but sportive.



Test

The design results that have been printed on T-Shirts are then validated to measure interest, interest and visual communication design elements in each design theme based on 6 (six) assessment indicators, namely Originality of creation/development, Creativity and innovation produced, Harmonization of visual element organization, Application of design principles, Effectiveness of the use of materials and techniques, and uniqueness as a distinctive character of local style. From the results of the validator's assessment, the average value range obtained was 4.16 to 4.83 where the value had a Good and very Good category even though it did not reach an average of 5 (very good). This assessment was carried out by validators who have competence in the field of design. Furthermore, in the assessment of users as many as 20 people who are interested in the designed t-shirts, there are several categories that the author can find such as:

- 1) Enthusiasts responded: smile, feel very Medan, really like the design (5 people)
- 2) Enthusiasts responded: happy, funny and pleased, even laughed out loud at the design (7 people)
- 3) Enthusiasts gave a response: satisfied, asking for more designs to be made (8 people).

Of the 20 respondents who are interested in t-shirts with typical Medan designs as a whole, they really like the design of typical Medan t-shirts that the author makes and provides a new atmosphere that has an impact on buyer interest later.

CONCLUSIONS

Based on the results of the research, it can be concluded that the process of designing images/illustrations on T-shirts as souvenirs typical of Medan city requires creative ideas, studying the development of digital screen printing technology, understanding supporting software both vector-based such as Coreldraw and Adobe Illustrator and bitmap-based software such as Photoshop and Sketchbook. In creating souvenirs that are attractive to tourists, creative ideas are needed from young people, especially students. Because currently the creativity of students is much better because it is supported by various references either from the environment or from cyberspace. By utilizing the digital world in finding reference ideas it will be easier for Fine Arts students. Furthermore, it is hoped that students will contribute more to the development of tourism in North Sumatra, especially Medan City through local government cooperation with the Fine Arts Department of FBS, Medan State University.

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