

BATAK ETHNICITY IN T-SHIRT DESIGN IN NORTH SUMATERA

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Abstract

T-shirt screen printing industry in Medan has not been able to design t-shirt products (t-shirts) that are typically based on local arts and culture, especially Batak, and have not been able to manage (manage) their business properly. On the other hand, the demands of consumers are the existence of products in the form of T-shirts (t-shirts) with nuances of local arts. To find a solution, the team has discussed it with the two partners. The method offered is in the form of transfer of knowledge and skills through intensive assistance, which is formulated in the form of education, training, demonstration, direct practice, and mentoring. In line with this, management is carried out, including marketing and branding, so that partner products get a good image and high selling value. In general, the results and benefits obtained by partners are: 1) an increase in partner knowledge about local arts-based design, which is unique as a local identity, 2) an increase in the ability to develop design and production of T-shirts by partners, and 3) increased production from T-shirt products based on Batak arts are expected to increase partner sales turnover.

Keywords: Batak ethnicity, Design, T-shirt.

1. INTRODUCTION

It has become a common sight in the area known as a tourist spot selling clothing products in the form of T-shirts as souvenirs. In North Sumatra, which has many tourist attractions, not many have developed designs for T-shirts based on local arts, especially Batak. There is only design with writing such as: "Toba Like" or "this is Medan fella". In terms of being a source of inspiration for art and Batak culture, it is very rich to be referred to. Just how to develop the creativity of its creators so they can explore the richness and diversity of Batak tradition arts and culture products in visualizing images combined with writing.

Batak arts and culture include the art of music (gondang) dance (tortor), various fine arts, and also literature (umpama-umpasa). Specifically, for art, Batak culture has very unique and unique products, namely ulos (woven weave), singular panaluan (magic stick), sigale-gale (wooden dolls), sahan (place of medicinal herbs), lions (sculpture reliefs), pustaha (nujum), and various forms of primitive statues (Sibeth: 2008). Some of these traditional art products have been scarce, therefore conservation needs to be sought, including through their visualization of functional products such as T-shirts.

The development of this design certainly has a very good economic outlook. Every tourist who comes to North Sumatra will love and want products that are specifically designed based on local culture. It has become a character of tourists who are always looking for uniqueness in the place they visit, which is related to local traditional culture. The development of this design does not affect the cost of production, but it certainly enhances the quality of the product and in addition to having an economic impact, it also has an educative and appreciative impact on the community.

Based on a survey dated March 30, 2017, at several locations for t-shirt printing business, it appears that its production does not yet have the local characteristics and characteristics of North Sumatra. The existing design is only limited to following a common design, which is already marketed by other similar businesses. All equipment used is also manual, not yet operating a digital machine.

Compared to the high potential of visits to North Sumatra, the production and marketing of t-shirt products that have local identities are not comparable. Prospective buyers from outside of North Sumatra want a unique design, nuanced with local culture, different from the relevant products from other regions so that it can be a memento. Based on the analysis of the situation, the problem facing the industry is the lack of development of its business. This is because the design of the T-shirt that is owned is relatively the same as the design made by other micro-entrepreneurs, has no distinctiveness of North Sumatra. Because the design is mineralized, very marketable, has no uniqueness and aesthetic image, so the product is less attractive to consumers.

Meanwhile, the desires of people visiting Medan and North Sumatra, including tourists, are the presence of confectionery products, in this case, a unique, specific nuance of art and local culture, namely Batak. In general, these problems include the limitations of design development, production effectiveness and efficiency, and business management.

Based on the analysis of priority situations and problems that have been discussed with the industry, the solutions offered are:

- a. Conduct training on the development of T-shirt designs, where in this case all training documents ranging from the formulation of design problems, design concepts, to production and marketing will be submitted to partners.
- b. Conduct training on T-shirt production visualization representation of Batak culture, covering various design specifications, using analog and digital press and printing machines.
- c. Providing press machines that can support work effectiveness and efficiency. Training on production management and marketing of business results, to realize better management performance.
- d. Branding management training, so that the design developed forms an image so that it exists and is known to the wider community

2. METHOD

The method of implementing this PKM describes the stages or steps of work in order to realize the solutions offered to overcome the problems faced by partners 1 and 2. The method is in the form of education, training, demonstration, practice, and mentoring. The details are presented as follows:

- a. Methods in the form of education or teaching are related to knowledge about designs that have local characteristics, valuable local arts and culture, which are unique as local identities so that tourists like them. This method is theoretical and methodological. In its implementation, the team will show the model as best practices.
- b. Demonstration to show the work process of designing and working processes of production, by operating press machines and analog printing. Demonstrations carried out by PKM activities team involving students, carried out in a structured and systematic way so that it is easy to observe and understand the work processes and procedures from beginning to end or finishing.
- c. Direct practice and practice to strengthen the mastery of the ability to design and produce T-shirts based on Batak culture, including the technical mastery of analog equipment.
- d. Business management training to provide knowledge and ability to partners managing their business, involving various aspects: design (design), production (quality control), marketing and promotion, finance, administration, and copyright protection.
- e. Marketing simulation training, both with conventional transaction models, and online.
- f. Mentoring during the PKM program implementation, so the development of design and production of partner T-shirts and souvenir bags gave birth to quality products. Mentoring is also part of management quality control and program evaluation.

3. RESULTS AND DISCUSSION

The implementation of community service in the context of developing the design of t-shirts and souvenir bags based on local cultural arts, especially the Batak, has been carried out well and smoothly. This chapter describes the results and outcomes that have been achieved. The explanation is conveyed in the form of descriptive analysis based on 1) design development, 2) development/improvement of production, 3) use of press and analog printing equipment, and 4) production and marketing management.

3.1 Design Development

This community service activity has succeeded in fostering industrial partners by developing designs for t-shirts (t-shirts) and souvenir bags based on local cultural arts, especially Batak. So far, this service activity partner has not been able to make his own design. Existing designs tend to follow only the forms commonly made by similar industries, namely in the form of writing or prasa-prasa from the conversation or speech of the people of Medan and are equipped with iconic images of Medan. Because of the limitations of the tool, the image can only be realized in decorative visualization, not yet in photographic visualization. The color revealed also does not characterize local colors, but the free colors are made without consideration of the characteristics of local culture.

In the training carried out, the service team has succeeded in fostering the ability of partners to be able to create designs, by developing designs based on local culture, especially Batak. The design was developed from forms of artifacts and cultural activities of the Batak people who had traditionally passed on. As a source of creative ideas, some of these artifacts and cultural activities are summarized in the following table:

Table 1. Batak Art-Culture Products Made as Concept Bases.

Ulos	Gondang
Tunggal Panaluan	Tarian (Tor-tor)
Sigale-gale	Patung
Pustaha	Gorga
Sahan	Sisingaan
Rumah Bolon	etc
Solu Bolon	etc

Some Batak art products that are very rich in variety and shape can be explored as the basis of concepts, such as ulos, tunggal panaluan, sigale-gale, pustaha, sahan, bolon house, solu bolon, gondang, tari (tor-tor), primitive statues, gorga, sisingaan, and others. Batak cultural art products as a basis for the concept can be developed by processing typography of names or titles, image processing, and writing descriptions. T-shirt designs (t-shirts) and souvenir bags based on the art of Batak culture are realized based on design principles: unity, balance, rhythm, and focus of interest.

With the intention that the design developed is also educational value, the description is also made, so that consumers, especially the younger generation, further understand the existence of the intended product of the Batak culture. Product descriptions expressed in t-shirt designs and souvenir bags are summarized in the following table:

Table 2. Description of Batak Culture Products

Batak Culture Products	Product Description
Pustaha	<i>Pustaha is a book or a letter in Bataknese culture which contains traditional medication, magic, spell, and prophecy written with Bataknese alphabets.</i>
Sahan	<i>Sahan is a place of concocting the potion by the Datu (shaman, leader, Bataknese spiritual figure) which is made of carved buffalo horn, also closed with carved wood.</i>
Tunggal Panaluan	<i>Tunggal panaluan is a sacred staff which is made of wood, a representation of life, cosmos symbolization (underworld, mid-world, and the upper world which is functioned by Datu (shaman, leader, Bataknese spiritual figure)</i>
Ulos	<i>Ulos is a traditional woven fabric of Batak, the giving of it signifies a blessing, the provision of warmth and the physical and spiritual strengthening (sahala tonidi)</i>
Sigale-gale	<i>Sigale-gale is a wooden puppet which can be moved, as a catharsis symbol and a misfortune repellent (papurpur sapata) in Bataknese tradition, especially in Samosir</i>
Tortor	<i>Tortor is a Bataknese spiritual dance, an expression of prayer to God and also to the ancestor in Bataknese tradition accompanied by gondang music</i>
Gondang	<i>Gondang is a set of Bataknese musical instruments (ensemble), it can also be called Bataknese musical composition, usually used in custom or religious rituals which in the past was mystical nuanced.</i>

Furthermore, what partners must remember and understand is that tourists or migrants visiting Medan or North Sumatra are always looking for something unique, typical of this blood, especially for those who are classy intellectuals. The uniqueness of a souvenir product can be developed based on local cultural arts products, local icons, and other creative forms. For example, some regions have distinctive t-shirt designs that are already known to the

public, especially young people. Bali is known as the design of "jogger", Yogyakarta with the design "dagadu", Bandung with "Bandung Paris van Java" or "Bandung flowers city", and Medan which also began to be known as "ko tengok cok", and "field shop". Here are some design forms developed in this community service activity:



Figure 1. Some Forms of Development of T-shirts and Souvenir Bags Based on Batak Art-Culture.

3.2 Production Development / Improvement

So far, partners have not been able to produce T-shirts and souvenir bags with variations in prints, especially for printing photographic images. The prints are actually influenced by the character of the design and printing tools used. In the training and coaching that is carried out, which is supported by the standard equipment prepared, partners can already develop and increase their production.

During the training in the framework of this community service, partners have produced T-shirt designs with visualizations of the representation of Batak arts and culture, with the following details: 1) T-shirts for men, with gondang designs, Tunggal Panaluan, Sahan, and Pustaha, 2) T-shirts for women with tortor and ulos designs, and 3) T-shirts for children with sigale-gale designs.

The specifications of the output of this service are, each design is applied in three alternative colors. The intended color is in accordance with Batak cosmology, which is dominant in red, black, and white. In addition, the T-shirt design is equipped with a brief description, so it not only explores aesthetics based on Batak cultures but also is educative and appreciative. The description is made with Batak characters, and the translation is in English and other foreign languages. Some of the products produced by partners in this training are presented in the following picture:



Figure 2. T-Shirt Products Based on Batak Art-Culture.

In general, the results and benefits obtained by partners in this training are: 1) an increase in partner knowledge about local arts-based design, which is unique as a local identity, 2) an increase in the ability to develop designs and production of T-shirts by partners, and 3) Increased production of T-shirt products based on Batak arts is expected to increase partner sales turnover.

To ensure the continuity of this activity so that partners have the independence to develop and increase their production, all portfolios of T-shirt design development based on Batak culture are submitted to partners.

3.3 Use of Analog Press and Print Equipment

Related to the use of the press and digital printing equipment, so far, the two partners have not operated because they do not have it yet. With this limitation, the effectiveness and efficiency of work are not optimal. With a manual printing tool, it is unable to print with many color gradations, let alone photographic color nuances. Therefore, the Unimed community service team gave each one a press and electrical printing unit to the two activity partners, with a standard 38x38 900-watt analog specification.

In the implementation of service, the training activities begin by providing material knowledge and insight into the art and local culture-based design through education and teaching methods. After that, the team implementing the activity by involving students showed the work process of designing and working processes of production, by operating press

machines and analog printing through demonstration methods. Furthermore, partners are asked to practice and practice directly to strengthen the ability to design and produce T-shirts and souvenir bags based on Batak culture, namely through mastering the technicalities of analog and digital equipment. The following is a photo of the process of using press tools and electrical printing in the work process carried out by partners.



Figure 3. Operational Process Printing by Enabling the Press Tool and Electric Printing.

3.4 Production and Marketing Management

One of the problems faced by partners so far has been related to business management, namely production and enlargement management, including in bookkeeping. In this case, the two partners have not been able to manage their business properly, so mistakes and errors often occur in terms of material supply, production planning, work processes, and marketing. Therefore, training and assistance are needed to realize better management performance. The second micro-business of these partners has not been well branding yet, so it has not been able to build a positive image of prospective customers. Therefore, branding management training is also needed so that the designs developed to form the image so that it exists and is known to the wider community.

In this activity, the community service team has provided business management training to improve the ability of partners to manage their business. This management training involves various aspects: design (design), production (quality control), marketing and promotion, finance, administration, and copyright protection. Administrative and bookkeeping capabilities are sought to be more detailed, but easy to apply.

Furthermore, marketing simulation training is carried out with conventional transaction models and online. Moreover, assistance was also provided during the implementation of the program, so that the development of design and production of partner T-shirts and souvenir bags gave birth to quality products. Mentoring is also part of management quality control and program evaluation.

4. CONCLUSION

This community service activity has succeeded in fostering industrial partners by developing t-shirts based on local cultural arts, especially Batak. The design was developed from the forms of artifacts and cultural activities of the Batak people who had traditionally passed down, such as: ulos, tunggal panaluan, sigale-gale, pustaha, sahan, bolon house, solu bolon, gondang, tari (tor-tor), sculpture primitive, gorga, sisingaan, and others. Batak cultural art products as a basis for the concept of development by processing typography of names or titles, image processing, and writing descriptions. This T-shirt design (t-shirt) based on the art of Batak culture is realized based on design principles: unity, balance, rhythm, and focus of interest. With the intention that the design developed is also educational value, the description is also made.

What partners must remember and understand is that tourists or migrants visiting Medan or North Sumatra are always looking for something unique, typical of this blood, especially for those who are classy intellectuals. The uniqueness of a souvenir product can be developed based on local cultural arts products, local icons, and other creative forms. With regard to technical matters, to print photographic images, this training is supported by standard equipment prepared. In this case, partners can develop and increase production.

During the training, partners have produced T-shirt designs with visualization of Batak arts and cultural representations, with the following details: 1) T-shirts for men, with gondang designs, single panaluan, sahan, and pustaha, 2) T-shirts for women with tortor and ulos designs, and 3) T-shirts for children with sigale-gale designs. The specifications of the output of this product are applied in three alternative colors according to the Batak cosmology, which is dominantly red, black, and white. In addition, souvenir bag products are also realized through the visualization of cultural products gondang, tortor, ulos, sigale-gale, tunggal panaluan, sahan, and pustaha. This bag is also manifested by the color of Batak cosmology: red, black and white.

In general, the results and benefits obtained by partners in this training are: 1) an increase in partner knowledge about local arts-based design, which is unique as a local identity, 2) an increase in the ability to develop designs and production of T-shirts and souvenir bags by partners and 3) increasing production of T-shirt products based on Batak arts is expected to increase the sales turnover of partners.

In this activity the community service team also provided business management training to improve the ability of partners to manage their business. This management training involves various aspects: design (design), production (quality control), marketing and promotion, finance, administration, and copyright protection. Administrative and bookkeeping capabilities are sought to be more detailed, but easy to apply.

Furthermore, marketing simulation training is carried out with conventional transaction models and online. Moreover, assistance was also provided during the implementation of the program, so that the development of design and production of partner T-shirts gave birth to quality products. Mentoring is also part of management quality control and program evaluation.

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