

Development Of T-Shirt Designs Based On Melayu Ethnic Deli Medan North Sumatra To Improve The Economy Of Medan MSME

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Abstract. The development of T-shirt designs with Malay ethnic motifs in Medan Deli, North Sumatra (North Sumatra) has the potential to improve the economy of MSMEs in Medan. Unique and authentic designs can attract tourists and local people to buy these t-shirts. These motifs can be combined with contemporary designs to produce attractive and contemporary t-shirt designs. This research aims to develop t-shirt designs with ethnic Malay Medan Deli North Sumatra motifs that are attractive and acceptable to the market. This research uses qualitative methods with a design thinking approach. Data was collected through observation, literature study and interviews. The process of making research uses several stages, namely pre-production (planning, data collection, ideas). Production (t-shirt design process) and post-production (batik t-shirt printing). The results of the research are several t-shirts with Malay ethnic cultural motifs in Medan Deli, North Sumatra.

Keywords: T-shirt design, Malay ethnic, Medan Deli, North Sumatra

1 Introduction

Medan city, like in many other cities in Indonesia, face a variety of complex challenges that are interrelated between the economy and culture. Some of the main challenges that are often faced are intense competition is an increasingly competitive market, both from local products and imported products, making it difficult for MSMEs to maintain market share. Limited access to capital many MSMEs have difficulty getting access to sufficient funding sources to develop their businesses. Limited technological knowledge the lack of knowledge about information and Communication Technology (ICT) inhibits MSMEs to take advantage of online market opportunities and improve operational efficiency. Changes in consumer trends rapid changes in lifestyle and consumer preferences make MSMEs have to continue to innovate to stay relevant. Cultural preservation in the context of Medan which is rich in cultural diversity, MSMEs often find it difficult to maintain their identity and cultural values in their products.

Focusing on Malay Heritage T-shirt design in Medan Deli can be an effective solution to overcome some of these challenges, by focusing on Malay Heritage T-shirt design, MSMEs can target a more specific and loyal market, namely those who have an interest in Malay culture. Uniqueness and appeal T-shirt designs inspired by Malay ethnic heritage offer a uniqueness and appeal that is different from mass products. This can increase the perceived value of the product and its competitiveness in the market. Cultural preservation by producing Malay ethnic-designed T-shirts, MSMEs also contribute to preserving cultural heritage and

introducing it to the younger generation. Broad market potential interest in local and cultural products is increasing, both at home and abroad. This opens up a wide market opportunity for MSMEs who focus on T-shirt designs with Malay ethnic heritage. Ease of production T-shirt production is relatively easier than other products, so MSMEs can start a business with more affordable capital.

T-shirts are a type of clothing made from lightweight and comfortable materials such as cotton or polyester. They are generally loose-fitting and do not have a collar. T-shirts are often used by people of all ages and genders because of their comfort. In addition, t-shirts are also one of the popular clothing choices at various informal events or activities [1].

For centuries, the Deli community in Malaysia established settlements on the banks of the Deli River which flows from Medan City to the east coast of Sumatra and empties into the Strait of Malacca. Eventually, with the industrial development of Medan City, many Malaysian Deli people settled in Medan City, Old Deli, the shores of the Deli River, Babra River, Labuhan River, and several surrounding areas [10].

T-shirt design with Malay ethnic heritage can be a solution to distinguish unique and distinctive design products that will make MSME products more easily remembered and distinguished from competing products. Increasing added value by adding elements of Malay culture to T-shirt designs, MSMEs can increase the added value of products and price them higher. Building a strong Brand consistency in using designs inspired by Malay ethnic heritage can help MSMEs build a strong and memorable brand. Attract tourists Malay ethnic design T-shirts can be an interesting souvenir for tourists visiting Medan.

This initiative is in line with the government's efforts to encourage the creative economy and empowerment of MSMEs. By combining creativity, technology, and local wisdom, the development of ethnic-based T-shirt design Melayu Deli has the potential to become a successful model for the development of culture-based products in other regions in Indonesia.

Indonesian culture encompasses various aspects of daily life, from the arts to indigenous traditions. Arts and crafts, such as batik, wood carving, and woven bamboo, are manifestations of the craftsmanship and creativity of the local people. Traditional music and dances, such as gamelan and Pendet dance, guard Indonesia's priceless cultural treasures. In addition, language and dialect are also an important part of local identity. Indonesia has more than 700 regional languages that are still spoken by various ethnic groups throughout the country. This potential is a means to express cultural values, traditions, and local wisdom and national identity is a means to integrate cultural diversity.

In this context, the research and development of deli Malay ethnic-based T-shirt design is not only an effort to improve the economy of Medan MSMEs, but also a strategic step in preserving and introducing the cultural wealth of North Sumatra to the world. Through a holistic approach, it is hoped that this initiative can have a sustainable positive impact, both in terms of economy and socio-culture.

Based on the above description of the following is a relevant research earlier:

There are several characteristics of Malay batik, which are as follows [2]:

1. Distinctive Colors: Malay batik often uses bright and striking colors. Colors such as red, yellow, green, and blue dominate Malay Batik and reflect the passionate spirit and life of the Malay people.
2. Repeated Motifs: A distinctive feature of Malay Batik is the regular use of repetitive motifs. Motifs such as flowers, leaves, birds, and sea animals are often used to create a beautiful and harmonious impression.
3. Gold Touch: Malay Batik is often given a touch of gold or silver that adds luxury to the fabric. These metallic touches reflect the beauty and elegance in Malay culture.
4. Ethnic Fusion: Malay batik also often incorporates elements of other ethnicities, such as Arabic, Chinese, and Indian influences. This reflects the cultural diversity and long history of cultural mixing in the Malay region.

Graphic design comes from two words, namely ‘design’ which means to design, and ‘graphics’ which means images. The design of the image here aims to provide information or message (communication) [2]. So, graphic design is to create a Communication media Design by using an image

The basic elements of design consist of points, lines, planes, textures and colors. as the capital of North Sumatra Province, is an economic and cultural center rich in Deli hnic Mix [3]. Based on the explanation above, the following is relevant previous research:

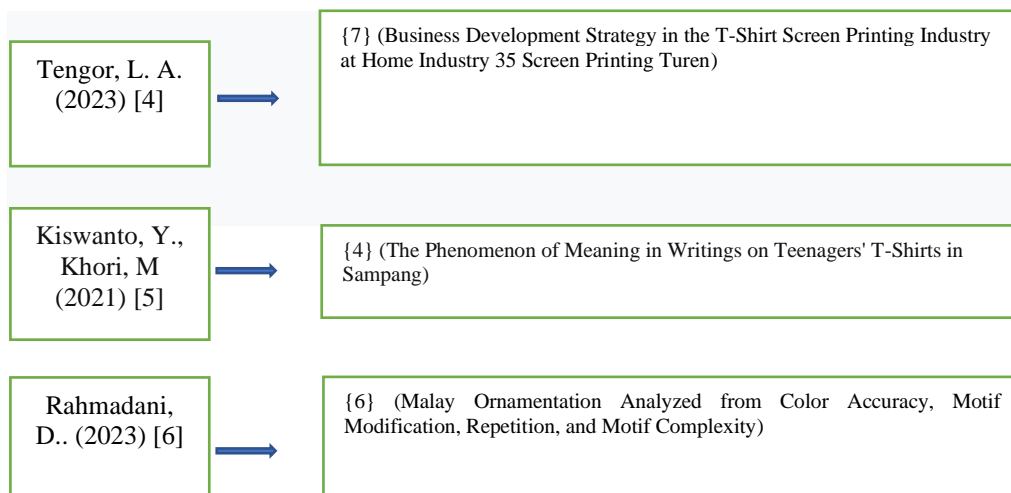


Fig. 1. Previous research

2 Material and Methods

This research concerns the development of t-shirt designs based on the Deli Malay ethnic group, Medan, North Sumatra to improve the economy of Medan City MSMEs. The variables used in this research are the independent variable and the dependent variable. The Deli Medan Malay ethnic motif design is the dependent variable while the t-shirt design development is

the independent variable. The aim of this research is to improve the economy of MSMEs in Medan. This research uses qualitative methods, with a design thinking approach. Data processing techniques are carried out by collecting data through observation, literature study and interviews. to support the Malay Deli Medani batik motif. Below is the flow of the research process, namely as follows:



Fig. 2. Research Flow

3 Result and Discussion

3.1. Batik T-Shirt Design Strategy Using Medan Deli Malay Culture

Before starting to design the Medan Deli batik, first observe the batiks in Medan. After making observations, it turns out that there are still very few people who use or wear batik clothing, especially among young people. To develop a love for batik, it is necessary to design batik, especially Medan Deli batik, by making it into t-shirts. T-shirts are popular with young people and adults because they are cool and informal clothing. Therefore, data was collected from various information to get information about batik in Medan. Due to the large number of batiks in Medan, the batik that will be made is Melayu Deli Medan batik. Next, carry out the planning concept for the Medan Deli batik motif t-shirt design.

3.2. Medan Deli Batik T-Shirt Design Concept

The following is the concept of the Medan Deli batik t-shirt:

a. The motif used

Medan Deli batik motifs are very diverse. Medan Deli Malay Batik only uses 2 motifs, namely the Maimun Palace motif and the Malay tepak motif. The Maimun Palace motif was used because the Maimun Palace is in Medan so it can highlight the local Malay cultural motif of Medan Deli. Meanwhile, Tepak Melayu is a culture that is often performed at the opening of an event or inviting guests of honor.



Fig. 3. Tepak Melayu
Source: Nisa.F(2023)[5]

b. Batik t-shirt material pattern

The t-shirt material for the Medan Deli batik motif uses Jersey t-shirt material. Jersey t-shirt material is very easy to digitally print. The jersey t-shirt material pattern combines basic materials from typical Medan Deli batik motifs with typical Medan Deli batik motifs as well. The basic colors that will be used in the Medan Deli batik motif are adjusted to the Medan Deli batik motif, namely Green and Yellow. Below is the form of t-shirt that will be used:

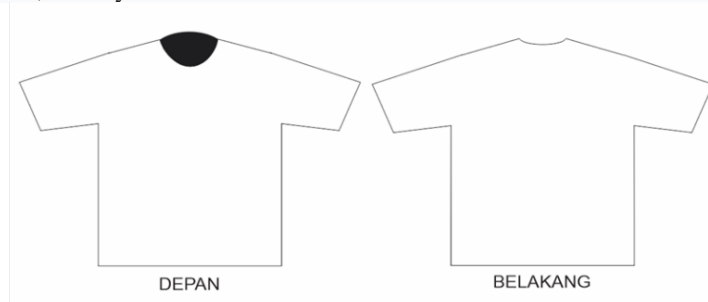


Fig. 4. T-Shirt Shape

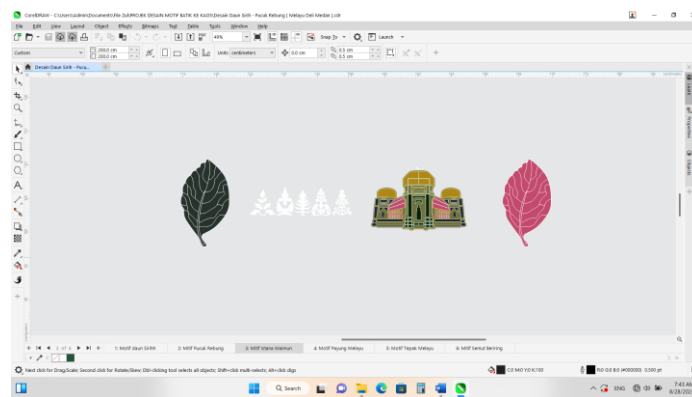


Fig. 5. Maimun Palace Motif Sketching Process

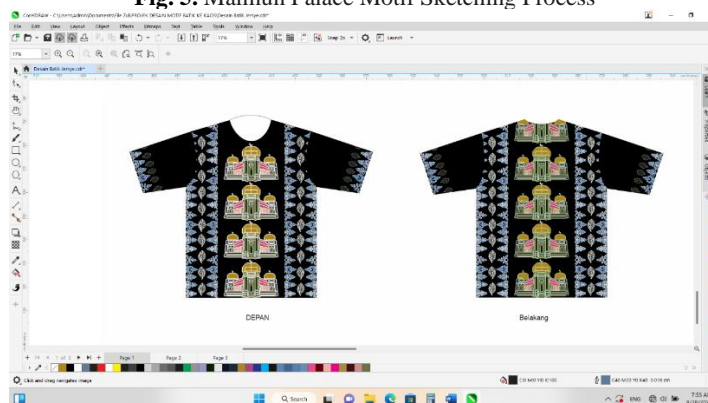


Fig. 6. Maimun Palace Motif Batik Design Process

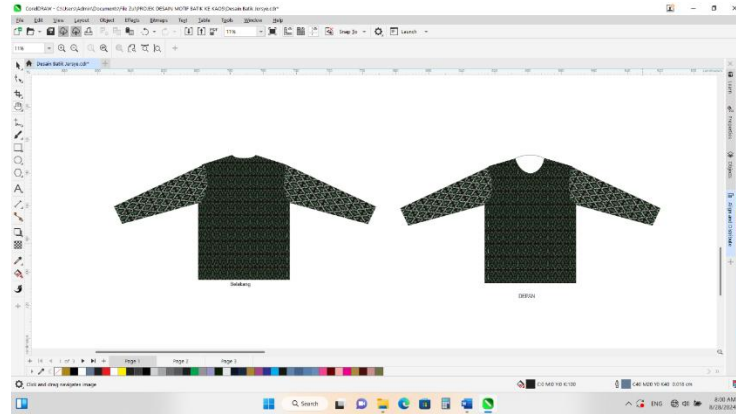


Fig. 7. Malay Tepak Motif Batik Design Process

3.3. Visualization Results of Deli Medan Malay Batik Designs

Below are the visualization results of Deli Medan Malay batik t-shirts as follows:

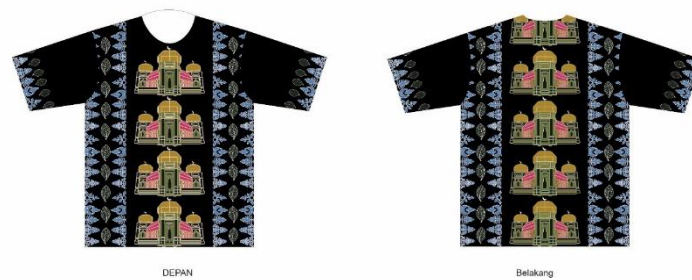


Fig. 8. Maimun Palace Batik Motif



Fig. 9. Tepak Batik Motif

4 Conclusion

First, With a focus on designing T-shirts with Malay Heritage, MSMEs in Medan can not only overcome existing economic challenges, but also contribute to preserving Malay culture. In addition, by leveraging broad market potential and building a strong brand, MSMEs can achieve long-term success. Economic and Cultural Potential: The development of t-shirt designs based on the Deli Malay ethnic group has significant potential to improve the economy of Medan MSMEs while preserving local cultural heritage. This creates a synergy between economic growth and preservation of cultural identity. Second, Product Innovation: This initiative represents product innovation that integrates traditional elements into contemporary design, creating added value and competitiveness for local MSMEs in the wider market. Third, The Malay Medan Deli t-shirt batik motifs made are the Maimun Palace motif and the Tepak Melayu motif.

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