

MEANING OF BALI T- shirt design meaning: Infrastructure and Sustainability

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Introduction

Clothing in the form of t-shirts has become part of the creative industry that is developing in various regions or cities in Indonesia. Some of the well-known products are t-shirts *Dagadu* (Yogyakarta), *Cak Cuk* (Surabaya), and *Joger* (Bali). Apart from being part of the identity of certain social groups, such as t-shirts worn by sports clubs or groups of automotive enthusiasts, t-shirts are often colored with humorous text or messages. A play on a t-shirt *Cakcuk* Surabaya is so witty, showing the colors of local jokes typical of Suroboyoan which are egalitarian.

In today's digital era, "Bali-themed" t-shirts are also favored by consumers who are not only Balinese, but also non-Balinese, including tourists visiting Bali. T-shirts are worn by all walks of life, both children and adults. However, t-shirts also seem to be an expression of the identity of a particular social group of the wearer. If you pay attention to the language text used, Balinese t-shirt designs also have the potential as a medium for the introduction and preservation of the Balinese language and can even be used as a vehicle in an effort to preserve Balinese language and culture.

Method

This article is the result of a qualitative research on the existence of T-shirts decorated with Balinese texts that are sold in the market. Data collection was carried out through two observations of the existence of T-shirts written in Balinese script and language at the Kresna and Airlangga souvenir centers on Jl. Nusakambangan Denpasar and Karangkarunia souvenir center on Jl. Gatot Subroto, Denpasar. Research data were also obtained through document studies and interviews. Interviews were conducted with the supermarket keeper of the Kresna souvenir center in Denpasar to find out consumer interest in T-shirts with Balinese text, as well as interviews with consumers to find out perceptions about T-shirts in Balinese.

The collected data were analyzed using visual communication theory and semiotic theory. According to Michael Kroeger (2008) visual communication is a form of communication that uses color, shape, line, and *juxtaposition*. Visual communication art that plays symbols, typography, photos, graphic design, illustrations, and colors in its delivery. Visual communication design aims to identify and introduce identity, convey new knowledge, promote even as a persuasive effort and propaganda for imaging (Pradekso et al, 2013). Furthermore, according to Barthes (1988), semiotics examines an object that not only contains information, but the object also constitutes a structured system of signs (Mudjiyanto and Nur, 2013).

Forms of T- shirt Designs with Balinese Text

The visual design of the Balinese language text that colors the t-shirts sold in the market can generally be divided into three types. First, the visual design of the text on the t-shirt in the form of Balinese language terms written in Latin letters (Photo 1). The two text visual designs on the t-shirts, which are Balinese language terms, are written in Balinese script (Photo 2). The three visual text designs on the t-shirts are in the form of Balinese language terms, the Baligraphic model (Photo 3).



Photo 1: T-shirt with Balinese (Latin) text
Source: shopee.co.id



Photo of 2 T-shirts with Balinese script
Source: Suryawati



Photo 3: T-shirt with Balinese Calligraphy “
Source: Suryawati



Photo 4. T-shirt decorated with pictures of Bali Island and temples
Source: Ciptaloka.com

Introducing Bali Tourism Destinations

Besides having a function as clothing, covering parts of the body, *t-shirts* have become a fashion communication medium that has a communicative function. The form of visual communication messages conveyed via t-shirts are non-verbal messages. In general, t-shirts with Balinese text contain messages that introduce Bali as a tourist destination.

Expressing the Soul of the Wearer

As a visual communication medium, *t-shir clothing products* are intentionally decorated with written verbal text. Submission of communication contained in the t-shirt media is expressed through signs or symbols so as to form interpretations and perceptions for those who see them.



Photo 5. T-shirt with Balinese script and Latin script

Source: Ciptaloka.com

Introducing Group Identity

As a clothing product that is liked by all circles, T-shirts bearing Balinese characters and terms are part of the introduction of identity, have a communicative function and contain non-verbal messages. Shirt not only refers to something that is worn, but can be interpreted as something that is done. Here, T-shirts bearing Balinese terms or scripts are intentionally made in connection with the activities of certain social groups, including the activities of the local Hindu Bali community customs. Aside from being a medium for personal expression, T-shirts are also a medium for collective expression or certain social groups.



Photo 6. T-shirt with the words *Nak Buleleng*, Harley Davidson and Bali United on it
Source: Shopiie.co.id



Stir in Sere Aji Keteng

Power Control Act Aggression

Photo 8: T-shirt design with Bali *Grafi* Production by the *Pudak Mekar* Foundation, Denpasar
(Source: Suryawati)

Introducing Balinese Language and Cultural Identity

The existence of a community culture, among others, is reflected in the existence of the language of the community concerned. The traditions and culture of the Balinese Hindu community will remain sustainable, among others, determined by the existence of the Balinese language.

Conclusion

Based on the above discussion, it can be concluded that T-shirt designs with Balinese texts sold in the market can generally be divided into three types, namely T-shirts with Balinese terms written in Latin letters, Balinese terms written in Balinese script letters, and Balinese terms. Baligraphy models. In general, message motifs that adorn T-shirts with Balinese text can be classified into two motifs, namely: artistic expression motifs, and ideological or sociogenetic motifs. From the perspective of visual communication, t-shirt messages with Balinese text have several meanings, namely: (1) introducing Bali tourist destinations, (2) as an expression of the soul of the wearer; (3) introduction of group identity, (4) information on Balinese traditional moments, and (5) introduction of Balinese language and cultural identity to the public. Bali tourism souvenir t- *shirts* that introduce Balinese cultural identity need to be continuously developed. Theoretically, the results of this study are part of the development of the repertoire of art science-t-shirt design, practically this study can be used as input to preserve Balinese language and culture through *t-shirt products*.



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