

**AN ANALYSIS OF DESIGNERS' PERCEPTION OF USING ENGLISH IN T-SHIRT DESIGN IN CLOTHING BUSINESS IN PONTIANAK****Yudistira Yohanes Aprilliano**yudiaprilliano66@gmail.com

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Abstract

In this era, clothing business is become one of business that has a good potential, especially for young generation. T-shirt is one of the products of clothing business. T-shirts produced by clothing businesses generally have attractive and unique designs. The t-shirt design is designed by a designer in the clothing business, with creativity and ideas made in pictures or writing. This study aims to find out the designer's perception of using English in t-shirt design that produced by clothing business. This study uses a qualitative method. The data collection techniques used are observation and interviews. Interviews were conducted with six designers of clothing business. The data collected are analyzed using the technique of data reduction, classification, and data display in the form of narration. From this research the writer found out the perceptions of the most designer of clothing business using English in t-shirt design are to follow the trend, look cooler, modern and classy. Finally, it can be concluded that there were different perceptions of each informant but all of informants still want to use English on their t-shirt design in the future.

Keywords: *designers' perception, English usage, clothing design.*

1.1 Introduction

Clothing business is one of the fastest-growing businesses in Indonesia. This is supported by various aspects, both local designers who are increasingly potential, the level of the economy is improving, to the fast-growing retail sector. The clothing business that has a close relationship with the fashion industry is the reason this type of business always develops following the trends that exist in society. Consumers can be said to be the main movers of this type of business because apart from being the buyers, consumers also determine and choose whether a style can become a fashion trend.

Clothing is a term for a t-shirt manufacturing company. The full term is a clothing business that makes clothes in the form of t-shirts under their own brand. T-shirts, which became the main production of clothing companies, then developed into

all secondary human needs. Clothing companies starting to produce jackets, wallets, long pants, polo shirts, hats, bags, such as bracelet pins also produce. In clothing business, creativity is really needed, this is to follow the desires of consumers in fulfilling their lifestyle in dressing. Clothing business people are certainly required to be able to make attractive and creative clothing designs to compete in the market. The more unique and attractive a clothing design that is produced will certainly attract more consumers to become buyers. This is the reason why the trend changes in this type of business are so fast.

There are several clothing businesses in the Pontianak City, such as Easy Going_Id, Akmr_Clth etc. Each of these clothing businesses presents different products with their own uniqueness. One of the main products produced by the clothing

business in Pontianak is T-shirts. This is because the rafters are something that is very often used in daily activities, especially for young people. The designs on the shirts that are produced are usually in the form of images or writing.

There is a uniqueness in several clothing businesses in Pontianak, where English is used as a written design on some of the T-shirts produced. The designer of the clothing business certainly plays an important role where they are the main designers of the clothes produced. This is quite interesting because as it is known, English is not the main language used by people who live in Pontianak City. Moreover, English is rarely used by people in the city of Pontianak to communicate with one another. According to Pangabean (2016), the use of English in Indonesia is lower than in other countries. The opinion of these experts can describe the conditions of the use of English in Indonesia in this case in the city of Pontianak. Surely, there is a perception from the designers of the clothing business to prefer English in written t-shirts designed to be produced and offered to consumers.

From this explanation, it can be concluded that there are several designers of the clothing business in Pontianak who use English in the design of the t-shirts they produce. This study aims to determine the perceptions of the designers of the clothing business in Pontianak using English in the design of the t-shirts they produce, while English is not the language used in daily life. Based on this background, the writer conducted a study entitled *An Analysis of Designer's Perception of Using English in T-Shirt Design in Clothing Business in Pontianak*.

The research problems in this research are: 1) What are the perception of designer in clothing business in Pontianak use English in their clothes design while English is not their first/compulsory language? 2) What kind of English Word that use in t-shirt design?

The research purposes in this research are: 1) To find out the perception of designer in clothing business in Pontianak use English in their clothes design while English is not their first/compulsory language? 2) To find out the kind of English Word that use in t-shirt design?

2.1 Literature Review

According to Ilham (2011), Clothing business is a term used for companies that produce apparel under their own brand names. Clothing business provides clothing products such as t-shirts, pants, wallets, and others. Clothing is one of the basic human needs that is always used in daily activities. There are almost no humans who don't wear clothes to carry out their daily lives. Anisyahrini and Bajari (2019), argue, Clothing business is a business model that seeks to create, market, and build its own brand in the fashion industry. It can be concluded that the clothing business produces its own products to be marketed in the fashion industry.

In general, design has similar meaning with plan, or idea. Design also means the process of planning or designing an object that aims to make the object created has a function, has aesthetic value, and is useful for humans. According to Thabroni (2019), the design is a creative activity to plan and design something that is generally functional and does not exist beforehand. So, it can be concluded that the notion of design is planning and designing to make an object, both in terms of appearance and function. Design can also mean objects or images. According to Thabroni (2019), design is a creative activity that involves creating something new and useful that did not exist before.

In the clothing business, the English words used are usually the creativity of the designer, but in general, there are several types of words that are commonly used in these designs, they are slang, slogan and motivational word. According to Setyawan (2020), slang is generally a unit of

expression or words that have undergone various types of changes in form and meaning. Oktiani (2017) states that motivation is the desire or passion to do something.

In daily life, English is often used in an advertisement, a slogan, a brand name, and product packaging. In the decision-making process, the purchasing strategy applied by the company is to use a special language in English (Rachmawati & Sary, 2016)

3.1 Method

This is qualitative descriptive research. In this research the writer used qualitative approaches and descriptive methods. The writer used descriptive research that aims to find out the perceptions and the impact of people's opinions or attitudes about a social condition. The informants consist of 6 people and the data is collected through observation and interview. According to Sugiyono (2013, p. 145) "Observation is a technique of data collecting that used when, research concerning to human behavior, work processes, natural phenomena and if observed respondents are not too large." The writer searched for a clothing business in Pontianak with English contained in T-Shirt design. The writer has done the observation by searching on Instagram and filtering the account of the clothing business in Pontianak that appear according to the types. The keyword used is "Clothing Pontianak" to simplify the search on Instagram. An interview is one of a way of collecting data in qualitative research. According Moleong (2014), interview is a process of communication or interaction carried out by interviewers and interviewee with a specific purpose. Data collected by interviewing the designer of a clothing business located in Pontianak. During interviews, phone calls and audio recordings are used for collecting data. The writer used interview as the tool because its useful to obtain information about personal feelings, perceptions, and opinions. The

writer began the research at the beginning of February 2021 and finished at the beginning of April 2021. In the beginning of February, the writer started the observation. The writer selected the subject according to the criteria and make an appointment with interviewees. In the beginning of March, the writer started the interview with the interviewees, then, writer wrote the result of the interview in the beginning of April.

Data collected by interviewing the designer of clothing business located in Pontianak. The writer searched for clothing business account located in Pontianak on Instagram with English contained in t-shirt design that already posted. Then the writer contacted the account's user to arrange a meeting or phone call appointment and interview Designer. During the interview, the writer brought the observation data to get an answer from the informants. The time and place of research are unspecified since the tools of data collecting is Interview, the time and place adjusted from the condition while the research is done, and request from each sample. The writer has done the credibility process by increasing perseverance, data triangulation, and using references material. The transferability test in this research is external validity performed by a detailed, clear, systematic, and trustworthy report. The reliability of this research is performed by conduct an audit of the entire research process of observation. In this research, the writer analyses the data by using data reduction, data classification and data display.

4.1 Findings and Discussion

This research contains of six informants, each two of criterion of the Designer of Clothing Business located in Pontianak with English word contain in their T-shirt design. All of Clothing business chosen has various number of posts that started from 76 to 2.164 followers. The informants consist of two female, and four females, which tells the

majority of the informants is male. These are the description of the informant:

1. Informant JBH

He is a 23 student of one university in Pontianak. He is a student and a businessman. He has already become a designer of clothing business for 3 years. He is also one of the owners of EasyGoing_Id. He is ever use English word which is Slogan in the design of t-shirt produce by his clothing business.

2. Informant CMW

She is 23 years old and still study in one of university in Pontianak. She loves art, her hobby is drawing, painting and editing that is one of reason why she starts to do clothing business. All of the design in Nocturnal. Inv is designed by her. She is quite new as a designer, start since 2020. It is been a year she is become the owner and designer of her Clothing business. From the t-shirt design that ever made by her, she said that she ever uses English word which is slogan.

3. Informant SL

She is 23 years old and still studying in one of university in Pontianak. She is the owner and also designer of Akmr_Cloth. She is passionate in fashion that is the biggest reason why she chose to start clothing business. She has run her business for 3 years and has made a lot of design by herself. She really like motivational word that is why she ever use English word which is motivational word in her t-shirt design.

4. Informant WA

He is 24 years old and still studying in one of Polytechnic in Pontianak. He is a businessman and clothing business is one of business that he has. He already become the owner and designer of his clothing business for a year. The reason why he chooses to start clothing business is because he really passionate in fashion, name of his clothing business is Sinfonia. Wear. In interview Mr. WA ever said that he really like English, and in one of t-shirt design in his clothing business is using English word.

5. Informant FE

He is 24 years old and still study right now. In loose.co.id he is work as a designer. From the interview he is already become a designer for a long time and the reason is because he really like something that have connected with art. He is ever use English word in his T-shirt design which is motivational word.

6. Informant NA

Same as first informant he is the owner of EasyGoing. Id too. Already start clothing business since 2016, with JBH make the design together. He is really passionate in business. He is 23 years old and still studying in one of university in Pontianak. He ever uses English word in his T-shirt design.

Interview were conducted from 1 April 2021 until 4 May 2021 through direct meeting and voice calls. This study is writing when the situation and condition in Pontianak City is still not conducive due to the spreading of the pandemic COVID-19, because of that direct meeting is not possible to hold. Half of the interview were done by phone calls. Based on-in depth interview conducted by the writer, the writer finds the similar answer of each informant. In the following section, the writer will elaborate the result of interview.

Question 1: Do you ever use English word in your t-shirt design?

Among of six informants, all of them answered they ever use English in their t-shirt design: Both of designer of @Easygoing_Id said that some of t-shirt design that he made is use English word, almost 40% design that he made is using English Word. The second informant @Nocturnal.Inv, the designer said that she ever using English word too, but not just English she also uses another language like Mandarin and Japanese as well. The third informant, @Akmr_Clth also said that she ever use English word in her T-shirt design, but as the designer stated, "Until now, there is 40% of my t-shirt design use English word , I'm not often use it, because almost

of T-shirt design that i made is using an illustration". Two of informant is often use English word as @Sinfonia_wear and @Loose.Co.Id, Two of them said that they ever use English word in their T-shirt design, Almost of 70% design of @Simfonia-Wear using English Word while @loose.co.id is Almost 60%.

Question 2: What Kind of English word that used in your t-shirt design? Slogan, slang, motivational word or random word?

Among six informants, most of informants answered that not have specific word that the use in their design. The informants just use a random word but sometimes the use Slogan and motivational word as both designer of @EasyGoind_id and @Nocturnal.Inv said that they just choose a random word but sometimes they use slogan in their t-shirt design. The other informants @Akmr.clth and @loose.co.id is prefer to use motivational word, as the designer of @loose.co.id stated, "i really like to use motivational word because it gives some good impression. As stated of designer of @Sinfonia.wear, "I prefer random word that sounds cool."

Question 3: What is your perception of using English word in your t-shirt design?

From all of informants, almost all of them have same answered the informants said that they want to look cooler, modern and also follow the trend in society. As stated by designer of @EasyGoing_id, "In my opinion, today's young people prefer to wear clothes that are written in a foreign language, not only in English, sometimes it's also in Mandarin, but because English is the same as Indonesian that use alphabets so it's easier for people to read and slogan is feels cooler when it uses English." That answer is almost same with the answer of designer of @Nocturnal.Inv that said "For me it's because using English is cooler and classier, and in this era young generation is prefer to use foreign language". The other

informants from @Akmr_clth stated, "For me, because these times are getting modern, people start learning English, right? If you make a t-shirt design using English, the impression is more modern, and in follow fashion and trend". The other informant also stated some various perception which are: English is use as an international language, their competitor also uses English in their cloth design, Using English word is more classy and English enthusiasts are increasing.

Question 4: Is there is any benefit gained after you use English in your T-shirt Design?

From all of informants, there is one informant gained a benefit of using English word in his T-shirt designed but he not gained benefit on sales as stated by @Sinfonia.id "Personally, I have it, while looking for the words, I can do it while studying too." While almost all of informant said that they not gained any benefit, as stated by designer of @easygoing-id, "Until now, i am not gained any benefit by using English", and designer of @Loose.co.id said "For now I'm not gained any benefit by using English word in my t-shirt design". The rest of informant which are @Akmr.cloth and @nocturnal.Inv have same answered that they are not gained any benefit, especially for sales by use English word in their t-shirt design.

Question 5: What process you went through to produce English word in your t-shirt design?

Almost all of informants have their own ways to produce their English word. Most of them are using searching in google and use google translate but some of the informants use the other way. Designer of @easygooing_id said that he prefers to searching slogan word on internet and selecting that cool one to be used, and sometimes he just translates slogan from Bahasa to English. Designer of @Nocturnal.inv stated "I often use google

to looking for classy and cool word, and sometime I just use google translate.” Designer of @Akmr.clth stated “I prefer to look for some reference on Google and sometime I just translate a motivational word from Bahasa to English. Designer of @Sinfonia.wear and @loose.co.id have a similar way to produce their English word, both of informant prefer to use google too looking for some reference and see some post in Instagram that has a cool or classy word in English.

Question 6: Do you have any difficulties in producing your English word in your t-shirt design?

Almost all of informant not have any difficulties to produce their English word because they just using google and translator machine. As designer of @Easygoing-Id stated “I have no difficulties until now because I’m basically use google to help me to find out the word”. The other informants have same answered, but he has a problem because English is not his native language, as designer of @Nocturnal.inv said “There is no difficulties in producing English word, because in this era we can find English word easier, but usually I am afraid of the word or grammar that used is wrong cause English is not our native language”. The other informant is having a same opinion, designer of @Akmr_Clth said that “Sometimes I’m afraid my grammar is wrong because i am not really good in English”. Furthermore, the rest of designer @Sinfonia.Wear and One of designer of @EasyGoing_id has a similar answer that no have difficulties in producing English word. One of informant has different answer, designer of @loosee.co.id said “Once, the problem was that I not really good in English so it was difficult to determine which sentence had a good meaning for the word in English.”

Question 7: Do you still want to use English on the T-shirt design of your clothing business?

All of informants stated that they surely still want to use English in their t-shirt design. Designer of @Easygoind-Id stated, “It seems like now there are more people use English, maybe I will use English more. Designer of @nocturnal_Inv and @Akmr_clth have similar answer they stated that the number of people that has interest with English is increase so both of the informant will still use English.

The one of informant @Sinfonia. Wear said “I will use English again because personally I really like English. Designer of @loose.co.id argue that he still wants to use English but he wants to try another language too.

According to Twentinio (2013), a person can have different perceptions of the same object. Based on the answer of each informant there is some of perception that become the reason English is used in T-shirt design that made by the informants. Some of the values is to look cooler, modernity, and follow trend in society. According to Androudsoupolus (2007), there is some values in using English which are modernity, internationalism, technological excellent, hedonism and fun. Several values of that also conveyed by the informant about their perception of using English in t-shirt design that they designed.

“For me, because it looks cooler if we use English. It feels more class. In this era young people is prefer to use foreign language” (Designer of @Nocturnal.Inv)

“In my opinion, its looks cooler, because if we use English, it feels classier and more modern” (Designer of @EasyGoing.Id)

From their answer, it can be seen that the values of “Modernity” Appear and affect the first perception of informants use English word in t-shirt design that designed. The informant feels that if they use English in T-shirt design that designed by them looks cooler, Interesting and classy. The other informant stated that they use English Because they realize that the user of English

is increase and that is give some affect in trend of society.

"I just follow the trend, because young people are feels cooler and classier. Right now, there is a lot of clothing business produce some t-shirt that use English too. Its prove that people getting interest in English." (Designer of loose.co.id

"For me, this era getting modern, so there is a lot of people start to lean about English, if we use English word in our t-shirt design it looks more modern and classier." (Designer of @Akmr_Clth)

The use of English in Indonesia also increases the mastery of knowledge and technology of the Indonesian (Rifai, 2019). "The number of people that use English is increase" and effect of second perception of informants to use English in t-shirt design that designed. The first of informant also stated that Using English is already being a trend in young people in this era.

"English is classy, modern and International language. Young people in this era often use a t-shirt that use English word in the design. Its looks like English are become a trend for the people" (Designer of @EasyGoing.id)

"In my opinion, today's young people prefer to wear t-shirt that use foreign language that is not only English, sometimes it is also Mandarin, but because English is using alphabet, so people can read it easier. Maybe because it looks classier like that. The slogan if you use English feels cooler." (Designer of @EasyGoing.id)

Based on informants' answer, it can be seen that the values of "Follow trend" appear and affect the third perception of informants in using English in their t-shirt design. However, besides personal feeling of bring cool, modern, classy and following trends, most of informants have not gained any benefit for examples: Increased sales of using English. But there is one informant that said gained benefit of himself because can learn English while looking for English word for the t-shirt design.

For kind of English word that use in t-shirt design, the informant prefers to use Slogan and motivational word. Some of the informant just use a random word because they are not having specific word for the t-shirt design.

Based on the answer of all informant there is no slang use in t-shirt design that made by the informant. The informant prefers to use motivational word and slogan, but sometimes they just use a random word that fells cool, modern, and classy. There are two of informants that use motivational word, based on their answer it is because they hope that motivational word can give some good impression and can motivated people that use t-shirt in positive way.

For the process of producing the English word, almost all of informants have a same way which are using Internet and google translate. Several designers also looking for the slogan or motivational word in Indonesian language, and after that they translated that word to English with Google translate. Two of informant use a social media (Instagram) to find the English word from the image that already posted. The informant using internet, book, and etc. to find word that can be use in their t-shirt design.

Among of six informants, all of them are still want to use English word in their T-shirt design. Based on designer perception that said it bring more values when using English like Modernity, cool, classy and following the trend in society especially in young people. The number of people that getting interest in learning English in this era is increase become the other reason why they want to still using it.

5.1 Conclusion and Suggestions

Based on the interview, the writer concluded some conclusions, they are:

1. The informant's experiences of using English in t-shirt design are different and it affect their perception. Most of informant said that use English gives some values which are following trend, classy, modernity, and feels cool. English is also use as an international word, this make the number of people that getting interest in English is increase, so some of the

designer prefer to use English word in their t-shirt design.

2. The informant prefers to use slogan and motivational word because the informant use to think that motivational word has a good impression and can motivate people, while the other informant said that slogan is used because it brings some values, classy and cool. The rest of informant also use a random word that the think cools, classy and modern in their t-shirt design.
3. The use of English in t-shirt design does not increase the sales or the follower on Instagram of Clothing business in Pontianak.

The writer also provides some suggestions as to the following:

1. For Designer of Clothing Business: Designer of Clothing Business should use English in their t-shirt design to engaged customer outside Indonesia, use a positive word and avoid a negative word, make sure that the grammar is correct and no typo in t-shirt design, and use English to create a cool modern, fancy and trendy t-shirt design for the consumers.
2. For future Research: The future researcher with similar topic can add other types of clothes such us sweater, jacket or jeans, etc. and increase the number of informants, so that the scope and result of the researcher are broader and more varied.

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