

Jadoel-Ground Screen Printing Business, Merchandise Provider Distro in Efforts to Preserve Local Culture

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Abstract

In this era of globalization where the spread of new elements in the form of information, ideas, lifestyle and technology is increasingly global and the low spirit of nationalism has caused Indonesian people, especially Indonesian youth, to follow the uncontrolled flow of globalization. In addition, the lack of public knowledge causes them not to know or even to be able to distinguish between modernization and westernization as a result, most Indonesians have a westernized lifestyle that is not in accordance with the nation's culture. again so that they forget the history of the nation and ironically they do not want to know the history of their own nation. The process to cultivate historical awareness does not occur instantaneously but slowly and gradually. Through the fashion world that continues to grow, it is very possible to use it as a vehicle to remind people of the nation's history. Everyone wants to have clothes that are nice, attractive, and made of quality materials. Which varies become a separate need for the community. The community is aware of the need for fashion that is more than just dressing, but also stylish and trendy. Because clothing is one of the communication machines (Umberto Eko, 1976) or a means of communication in society, people consciously or unconsciously can judge a person's personality from what he wears. according to Desmond Morris Therefore, the business opportunity to sell "Jadoel Distro" T-shirts can be a very potential business opportunity because it targets the market from all walks of life. By following these developments, an idea arose to create a distribution business. Which provides the style needs of today's young people, of course, with designs that are trending in this circle. Here we also want to provide an inspiration from the designs that we made ourselves. Providing good product quality is one of the goals of this distribution. To become the best t-shirt distribution company that is always able to compete and grow well.

Keywords: Westernization, acculturation, Indonesian culture, distro

1. INTRODUCTION

1.1 Background

The lack of public knowledge causes them not to know or even to be able to distinguish between modernization and westernization as a result most of the Indonesian people live a westernized lifestyle that is not in accordance with the nation's culture. They forget the history of the nation and ironically they do not want to know the history of their own nation. The process to cultivate historical awareness does not occur instantaneously but

slowly and gradually. Through the fashion world that continues to grow, it is very possible to use it as a vehicle to remind people of the nation's history. Everyone wants to have clothes that are nice, attractive, and made of quality materials. Therefore, the business opportunity to sell "Jadoel Distro" T-shirts can be a very potential business opportunity because it targets the market from all walks of life. T-shirt shops in malls currently can only be reached by certain circles so that their turnover is not as fast as a business. So it can be ascertained that the "Jadoel Distro" t-shirt business has good prospects because of the starting school children, college children, and all walks of life need clothes. Coupled with the graphic designs of heroes, historical events, and inscribed with the quotes of heroes that we offer, it is very rare we produce are different from others, other terms are not in the market.

1.2 Aim

This distribution business is made especially for young people. Which is the style of young people in this modern era is growing. By following these developments, an idea arose to create a distribution business. Which provides the style needs of today's young people, of course, with designs that are trending in this circle.

Here we also want to provide an inspiration from the designs that we made ourselves. Providing good product quality is one of the goals of this distribution. To become the best t-shirt distribution company that is always able to compete and grow well. Generate profits that can support the development of the company and provide satisfactory dividends for customers.

Producing various types of t-shirts related to the needs of the community with the best quality, prices and highly competitive supply through good processing for customer satisfaction. Furthermore, the aims and objectives are as follows:

- a. Take an active role in business and entrepreneurship.
- b. Providing fashion needs for the community, to make it easier.
- c. Reduce the level of bullies.

1.3 Benefit

1.3.1 Economic benefits

This distribution business is quite promising, because the profits are quite large. We offer and provide convenience for customers by selling quality products and not cheap, in other words we will always maintain the quality of this distribution product. With this effort is expected to provide maximum benefits.

1.3.2 Social benefits

1.3.2.1 For owners

By seeing this opportunity, it is hoped that this business can expand to various regions and even to any country. This distribution business is quite promising for us, because there are still many areas in Indonesia that do not yet have a distribution store, so we can market it to these areas. The advantage that is obtained by business owners is that it can be used as experience in doing business. And it can be a lesson in running other and bigger businesses. The lessons learned are how to make employees happy with the policies we implement, and so on.

1.3.2.2 For the community

With this distribution, it can be an alternative for people to meet their fashion needs. In addition, it can indirectly create job opportunities for people who need work, because if this business has growing, it requires manpower to assist in the smooth running of the business.

2. COMPANY PROFILE

2.1 Organization Profile

Business Name : Jadoel-Ground Distro
Address : Jl. West Bondowoso, Malang City
Type of Business : Distro is engaged in fashion
Owner : Faradisa Fitrah Akhsani

2.2 Company Location

In setting up a distribution business, we have to find a strategic place, because in general most of the consumers are young people, it is better if the distribution is built and established in a place that young people usually visit. In this way, of course, the distro that is established will attract the attention of the young people and then visit the distro. Apart from that, people have become more sophisticated when it comes to accessing anything via the internet, and we will promote this distribution through blogs or friendship sites that are often used to introduce people to the distributions that we have established. In addition, promoting through face-to-face is also quite effective. Moreover, distributions are places where young people gather, surely they will quickly channel information related to these distributions. The location I'm after is in a crowded area. Strategic place and close to the highway, so visitors will find it easier to visit our distribution. So that consumers can stop by to see our new products. This location is what paved the way for success in running the business we are currently pursuing.

3. ORGANIZATIONAL STRUCTURE

With the development and increasing demand of the community for services related to fashion needs, we took the initiative to open a distribution business that is up to date and understands the needs of the community. The Jl. Bondowoso area is the right area to help a business because its strategic location is also often used as a hangout for young people, we hope that in the future our business will grow rapidly with the innovations that we always provide for future products. Do not let this distribution stand on the activities of language and art entrepreneurship courses on the Malang State University campus, this business was formed by myself, a student majoring in Visual Communication Design. I have expertise in the field of designing sketches or motifs and the rest is drawing.

To set up this business, I need several members as a successful team to be parts that can complete the needs of establishing this business. After preparation is complete, I will make marketing targets and income that must be achieved at the beginning of sigma, this business will grow rapidly and indirectly have cultivated Indonesian local culture in a contemporary way.

3.1 Team Management

- a. Faradisa Fitrah Akhsani as CEO and Designer Making decisions, establishing relationships, managing employees, making sketch ideas or drawings, following developments and trends to find new ideas and planning company development.
- b. Handmade & Designer Supervise and pay attention to the details of the product so that it is more mature and there are no defects in production, as well as filtering into various kinds of motifs that are suitable for trading, while also helping to create sketch ideas.
- c. Marketer Marketing products to the public, managing company finances and bookkeeping.

At the beginning of implementation, the team will work together on various tasks to finalize the company's plan. If it is mature and the financial flow and company development starts to run smoothly, the position will return as described above.

4. BUSINESS PRODUCTS

4.1 Product Type and Specification

The type of product that I want to make is in accordance with the trend of young people but still displays Indonesian culture. Product design is an illustration of Indonesian culture. Where motifs and illustrations will be combined with today's design styles. The use of unique and creative illustrations as well as highlighting local culture in Indonesia is expected to be able to attract people's attention. And this distribution product will provide different quality and design but at an affordable price, so that buyers will feel satisfied with what they have bought.



Figure 1. T-shirt

(<https://www.satubaju.com/search->)



Figure 2. Hoodie

(<https://search?m+culture-hero-budaya>)



Figure 3. Totebag

(<https://search?q=totebag+budaya>)

4.2 Produced Products

The increasing public need for clothing and other fashion so that they spend up to 5 pieces of clothing in a day, not including accessories that are increasingly used by the community, especially by teenagers. The product quality or product quality that we produce has several advantages, namely:

- a. High quality and can satisfy consumers.
- b. Various shapes and sizes with up-to-date styles date.
- c. The results of the screen printing are very neat and do not fade even after several washings.

Product excellence. Some of the advantages of this product are:

- a. Product prices are more affordable with quality that can still compete with competitors
- b. Exclusive designs that have unique characteristics and distinct meanings from the illustrator in each of their products.
- c. The product can be used by all genders.

4.3 Marketing dan Sales Strategy

4.3.1 Market growth

With the creation of a place of business engaged in trading, especially in terms of fashion with a strategic location, we believe this business can develop and progress. Because the need and demand for fashion among the community is very large and coupled with the absence of similar business competitors in the surrounding locations.

4.3.2 Competition analysis

Based on the monitoring and survey results that exist around the location where we established this distribution business, there is still no place for making merchandise and clothing that provides a concept like our company. Which theme or concept that we provide will also be very different from the theme of the image that we will make so there is little competition.

4.3.3 Business barrier

There are no business barriers that directly deal with the products we manufacture. In the end, the barrier to business is competitors who imitate the business concept we offer.

4.3.4 Long term business opportunity

This business has long-term opportunities, because the products of this business are classified as primary needs, so it is possible that the community's need for clothing will continue to grow. People's need for clothes and other things is getting higher, so they spend 1 to 2 dozen clothes a day, not including other merchandise that is increasingly being used by the community, especially teenagers.

4.3.5 Segmentation

Our business is targeting the lower middle class market, by providing affordable and uncomplicated prices. In principle, we will open this business with a family atmosphere and good service, so as to make people feel satisfied with our services and always come back to our place. Because this business market segment tends to be social, this can trigger competition with other businesses that are likely to emerge.

4.3.6 Target market

This product has a target market where the majority of customers are the general public and young people who are being influenced by up-to-date fashions that are characterized by Indonesian culture.

4.3.7 Positioning

Based on the advantages of this product, such as good quality raw materials, unique design, the variety of products provided, and following consumer tastes, the position of this distribution product is a high quality product and will be liked by the target market.

4.4 Short-Long-Term Business Development Solutions

4.4.1 Placement Scope of Business

The scope of business that we set up is designed as well as possible because all of that can affect backwards and the progress of our company, therefore we try to provide the best for consumers. This t-shirt and tote bag printing company is located on Jl. Bondowoso Barat no.35 Malang – East Java. With this planned placement, the location is very strategic and easy to find, and transportation access to the location is easy.

4.4.2 Impression / Counter Style

The impression that we will build in serving customers is "Comfortable and High Quality Service" so that customers feel comfortable in our service area and make them stay subscribed.

4.4.3 Promotion concept

For future development solutions we plan to create a display (Banner) in front of the store and rely on information from customers and provide promotional brochures. In addition, we also create online advertisements on the internet so that they can be reached by the wider community. In this way, we are optimistic that Jadoel Ground-Distro will be more easily recognized by the public.

5. IMPLEMENTATION METHOD

5.1 Business Development Timeline

Referring to the analysis of the situation and developing trends, here is the business development timeline of the product to be made.

5.1.1 Collecting raw materials and setting product prices

For sources of raw materials or clothing suppliers, we take from suppliers or companies that are guaranteed and proven to be of good quality with models and patterns that attract consumers, of course. So that it does not harm various parties, both the company and the consumer. In this case, we will discuss the calculation of raw materials and selling prices for screen printing t-shirts. The raw materials needed in this business are plain t-shirts, plain sweaters, plain tote bags that we take from suppliers or wholesalers who sell dozens with standard prices (Rp. 10,000 – 15,000, -) and good quality. Then we will group the raw materials with the number of various motifs made and for the time being we use screen printing services first. For product prices, we set the price by dividing the following prizes and then adding up:

Raw materials and equipment	= 30 %
Employee wages	= 15 %
Miscellaneous expense	= 5 %
Profit	= 50 %

For example, for t-shirts/plain fabrics with raw materials, the range starts from Rp. 10,000 , then the price of the product is as follows.

Raw materials and equipment (30%)= Kaos polos (Rp. 10.000) + jasa sablon (Rp. 11.000)
= Rp. 21.000
Employee wages (15%) = Rp. 10.500
Miscellaneous expense (5%) = Rp. 3.500
Profit (50%) = Rp. 35.000
So the price of one pcs screen printing shirt is = Rp. 70,000 As for the price of raw materials at the producer, we show it in the following table

Table 1. Raw Material Prices

No.	Types of Product	Product Price	Dozens Price
1	Plain T-shirt (short sleeve)	Rp. 10.000	Rp. 110.000
2	Plain T-shirt (long sleeve)	Rp. 12.000	Rp. 132.000
3	Sweater S M L XL	Rp. 50.000	Rp. 550.000
4	Totebag	Rp. 8.000	Rp. 88.000

5.1.2 Doing production with a team

Product production includes the process of conceptualizing and designing products which are then applied directly to print media to be ready for screen printing.

5.1.3 Product marketing

Product marketing to potential customers. Marketing will be explained more fully in the point of marketing strategy.

5.1.4 Finding and training a team

Team members are taken from several teenagers who have similar skills and have the desire to build a company and are consistent in their work. The number of members that I will take is 3 to 4 people because it requires designer, handmade and marketer positions.

5.2 Production process

5.2.1 Selection of raw materials

The earliest stage in the production of t-shirts is choosing the material to be used. Of course, this adjusts to customer requests based on the budget needs they have. Therefore, we immediately visited a gallery or place of manufacture of a large specialized company, so that we can get high quality t-shirt material at relatively low prices.

5.2.2 Design / concept creation

The next stage is to determine the design. The making of this design was conceptualized to produce local culture and preserve the nation but also to keep up with the times. Because of the uniqueness of the concept made at this company, of course, so that the shirts sell and many people are interested in buying them.

5.2.3 Size selection

At this stage, which is the process of determining the size, we already have a definite calculation for the size of our T-Shirts, we make all sizes that can fit all body sizes, but for sweater products we make S, M, L, XL sizes. Then for totebag merchandise, we make one standard size that is liked by the majority of buyers.

5.2.4 Screen printing process

For the screen printing process we make with high quality designs. We use platisol ink when doing screen printing. Platisol ink was chosen because it creates good image designs and makes screen printing durable, but for the time being we use screen printing services first.

5.2.5 Finishing and packaging stage

The final stage of t-shirt production is finishing. Here the products of t-shirts, sweaters and totebags will be checked first from the remnants of the sewing process from the factory, tidy up the thread pieces and packaged to be ready to be given to customers This finishing stage is also a time when the quality of the shirt is re-checked for the standard feasibility of a product. If the shirt meets the standards and there are no errors during the process manufacture, then it will be packed neatly

5.2.5 Documenting and marketing products

After the product is finished and ready to be traded, the next step is to document the product and market it via the internet. In addition, other marketing methods are also carried out based on the marketing strategy used.

5.3 Marketing

5.3.1 Pricing

The price to be charged is the price that is expected to be affordable by the surrounding community. After calculating it carefully, we finally set it as the initial price, here is the price table for the products on offer.

Table 2. Pricing

No.	Nama Produk	Harga Retail Produk
1	T-Shirt all size (lengan pendek)	Rp. 70.000
2	T-Shirt all size (lengan panjang)	Rp. 75.000
3	Sweater S M L XL	Rp. 120.000
4	Totebag	Rp. 40.000

5.3.2 Distribution execution

The distribution carried out by our company is intensive distribution, endeavored as much as possible in order to sell as many products as possible and be closer to consumers, so that it is easier to sell in order to generate as much profit as possible.

5.3.3 Promotion strategy to be carried out

The strategies that we will run in this company include:

- Create pamphlets containing information on some of the products and services we offer.
- Doing advertisements in cyberspace (social media, community forums, etc.)
- Make some advertisements that we will publish through the media.

5.3.4 Join the exhibition

By participating in clothing clothing exhibitions, we can introduce our company's products, so that the wider community knows, then in this way we have the opportunity to find out information about competing companies, starting from the prices set by competitors, superior products, equipment used or knowing about their business development, and most importantly through exhibitions, we can conduct market surveys, by seeing how much

interest the exhibition visitors have in our products. From the sales results during the exhibition, it can be used as evaluation material, and to determine future business strategies.

5.6 Human Resources

The background of this management team consists of the closest people who are believed to be able to advance the services related to this business. In addition, professionalism is demanded in carrying out every job. Team members are prioritized from art and design graduates. Of course this will be very useful for graduates from visual arts and visual communication design study programs who want to find work after graduating from college. This is because most art and design students are familiar with art work. And later it can also help to conceptualize and come up with new ideas for future product development.

5.7 Means

The production site is carried out in the Gading Kasri area, Klojen District, Malang. Precisely at Jalan Bondowoso Barat no.35 Malang. This location is quite strategic because it is included in the downtown area, making it easier to access various places, such as places for delivery of goods, purchasing of raw materials, and places for marketing products. Malang city is also considered as a suitable city for business. Raw materials can be easily obtained in the city of Malang.

6. CONCLUSION

From the analysis of the process of developing this business, which is classified as youth fashion, the distribution business has a very large opportunity to penetrate the clothing sales market, because the target of this business is young people who are generally consumptive. The establishment of a distribution business is the first step of a self-owned business with a capital that is not too large but very feasible in terms of profits. Thus, it can be concluded that the distribution business is very profitable and satisfying for both producers and consumers.

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