

CREATIVITY INNOVATION OF MOTIVATIONAL T-SHIRTS AT “M T-SHIRT” SURABAYA

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CREATIVITY INNOVATION OF MOTIVATIONAL T-SHIRTS AT “M T-SHIRT” SURABAYA

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ABSTRACT

*This study aims to describe the creativity designed for the invention of motivational t-shirts at "M T-Shirt" Surabaya. This type of research is descriptive using a qualitative paradigm. Data were analysed using domain analysis and taxonomic analysis. What will happen is the research finds that the inventions made by the "M T-Shirt" are emphasized in the creativity designed for the "M T-Shirt" T-shirt. The creativity used by "M T-Shirt" is to use interesting motivational words. As a result, the owner of this "M T-Shirt" is looking for new perspectives on popular figures. The creativity was applied to the "M T-Shirt" t-shirt design in the form of a theme that motivates all circles. This theme aims to attract consumers, **keywords:** invention, design, creativity, motivational t-shirt*

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan kreativitas yang dirancang untuk penemuan kaos motivasi di "M T-Shirt" Surabaya. Jenis penelitian ini bersifat deskriptif dengan menggunakan paradigma kualitatif. Data dianalisis menggunakan analisis domain dan analisis taksonomi. Apa yang akan terjadi adalah penelitian menemukan bahwa penemuan yang dibuat oleh "M T-Shirt" ditekankan dalam kreativitas yang dirancang untuk T-shirt "M T-Shirt". Kreativitas yang digunakan oleh "M T-Shirt" adalah menggunakan kata-kata motivasi yang menarik. Akibatnya, pemilik "M T-Shirt" ini mencari perspektif baru tentang tokoh-tokoh populer. Kreativitas tersebut diterapkan pada desain kaos "M T-Shirt" berupa tema yang memotivasi semua kalangan. Tema ini bertujuan untuk menarik konsumen, **kata kunci:** penemuan, desain, kreativitas, t-shirt motivasi



INTRODUCTION

Motivational t-shirt is one of the ideas of our struggle where the t-shirt is a t-shirt that is written using motivational terms that can inspire and educate. so that people who read the writing on the shirts used can be inspired and interested in buying these motivational t-shirts.

This motivational t-shirt will also be different from other t-shirts because in addition to providing t-shirts that have beautiful and unique designs, this t-shirt also provides things that are rarely owned by other t-shirts that make this t-shirt different from others, namely the words motivation written on each shirt that we will market.

In addition, the motivational terms on each t-shirt will also be different, so there are a variety of motivational terms that people can buy according to their interests using certain words. We also provide these t-shirts with various colors according to the preferences of each prospective buyer as well as several unique designs that make this t-shirt more salable in the market.

LITERATURE REVIEW

Every research needs a theory, theory has a specific role in conceptualizing an inspiration, and can convey initial illustrations of the process that the researcher will go through in accordance with the researcher's conflict. Theories are also needed to be able to provide convenience and connect logically and become the basis for providing temporary answers to the formulation of the problems posed and the preparation of research instruments.

Marketing

According to Kotler and Armstrong (2008:6) "Marketing is a process by which companies create value for customers and create strong relationships with customers with the aim of capturing original customer value in return". Marketing is the process of planning and implementing the concept, pricing, promotion, and distribution of new products, services and ideas to create exchanges that satisfy individual and organizational goals.

Creativity

The definition of creativity in (Sebudi 2011:02) means that one aspect comes from the quality of humans who currently play a crucial role in supporting the development of the Indonesian nation and state which is experiencing complex conflicts, as a result, humans will be able to find solutions to problems using new ways. in following the changes that occur that will continue to work towards progress so as not to drift and sink into competition between nations and countries, especially in this era of globalization. Creativity is an activity that has consequences that are:

- a. New (novelty), which means discovery, unprecedented and strange
- b. useful (useful), which means simpler, easier, overcoming difficulties, and making things better
- c. Understandable, which means the same effect can be understood or understood and can be designed at different times.

According to Drucker (in Sya'rini 2012:48), presenting inspiration alone is not relative. Creative thinking has developed as a core business skill and entrepreneurs are pioneers in disseminating and applying inventions. In this regard, discovery can be defined as an inspirational change in a set of news that works between input and output. From this, there are two things, namely product discovery and process discovery, which means a change related to using efforts to increase or improve existing resources, modify to produce something of value, build new things that are different, converting a material into a resource and combining each resource into a new configuration that is more productive, either



exclusive or non-exclusive. Inventions are seen as the creation and implementation of new combinations.

Roe in Frinces (2014) in (Hadiyati 2011:11) states that the requirements for the qualifications of creative people are:

- a. Openness to experience (openness to experience)
- b. Observation sees using the usual way (observance seeing things in unusual ways)
- c. Expectations and tolerance of multiple meanings (tolerance of apporites)
- d. Independence in evaluation, thought and action (independence in judgment, thought and action)
- e. Willing to take risks with careful calculations.
- f. self-reliance (self-reliance)
- g. not under influence in group supervision

Invention

The concept of invention is defined as changes made to organizations that include creativity in building new products, services, inspiration, or new processes. In general, invention means the process of adopting something new by anyone who adopts it, as well as being a process of building a new product (Woodman in Ellitan and Anatan, 2009:39). According to Fontana (2011:1) discovery is a social and economic success due to the introduction or discovery of new ways or new combinations of old ways of transforming inputs as outputs in such a way that they succeed in forming major changes or drastic changes in the correlation between use-value or value of benefits (perceived by consumers and users) and monetary value of prices.

Product Discovery

The definition of the notion of product invention based on Crawford & De Benedetto (2009) product invention is "innovation used in the holistic operation of the company where a new product is created and marketed, including the discovery of all functional processes or functions".

Important aspects are considered to formulate the product discovery strategy undertaken by the company (from Lengnick-Hall in Ellitan and Anatan 2009:42):

- a. The first factor, managerial compensation, is managerial compensation which is highly expected in managing the company's operations holistically, especially in product discovery. product discovery will be successful If the process was planned and implemented properly, namely through several planning terms such as research, development, engineering, manufacturing, and market socialization.
- b. The second factor is the commitment of the company's leadership and the active participation of employees. The implementation of the art of discovery management requires a leadership figure that is communicative, has high dedication, and is highly committed to the development of the company.
- c. The third factor, the competence of HR. HR is responsible for operating the art of discovery management so that a strong, reliable and competent HR is needed.
- d. The fourth factor, ownership of R and D facilities is expected to carry out continuous and in-depth assessments of whether the production process that makes products competitive and innovative follows the dynamics of consumer demands.
- e. The fifth factor, network information systems. Good service through the creation of products using high quality and innovative, short waiting times, and competitive prices as the key to the company's competitive advantage in the current service-based era, to achieve this goal, an information system was developed that could perfectly identify the company's consumer profile both for market coverage is not only local market but also global.



- f. The sixth factor, the timing of the discovery. Choosing the perfect time to enter the market is one of the determining factors for the success or failure of a new product discovery. The opportunities and risks of a new product depend on a number of factors such as changing economic conditions, changes in consumer preferences, and industry life cycles.

So, the successful implementation of product discovery tactics requires an adjustment between the process and the environment that supports product discovery. Besides that, corporate culture and collaboration between various parties, open-mindedness is also very much needed. Product discovery requires timeliness and speed in order to be a successful product in the market. Many products fail to be marketed, because consumers do not want or are not interested in these products, therefore the previous company must identify the dreams and expectations of consumers as a first step to build an invention in their product development.

RESEARCH METHODS

6 The research to be studied uses qualitative research methods. based on Saryono (2010), qualitative research is research that is used to study, find, describe, and reveal the quality or features of social impacts that cannot be explained, measured or described through a quantitative approach. Sugiyono revealed that the qualitative research method is 17 research method based on post-positivism philosophy, used to examine the conditions of a natural object, where the researcher is the key instrument, sampling as long as 19 data is carried out purposively using tri-angulation (mixed) collection techniques, data analysis are inductive or qualitative in nature and research results. The purpose of qualitative research is to understand, find meaning behind the data, to find the truth, both the truth of sensual reality and logical reality. The research being researched is the discovery of production to increase business. That is, the first stage means the observation of the production discovery of the motivational t-shirt business. Researchers make observations and record all conflicts being studied. After the observation data was collected, the conflict was then corrected. and after carrying out restoration of the conflict, the researcher made a report. The report must be in sync with the conflict that has been examined by the researcher. Researchers make observations and record all conflicts being studied. After the observation data was collected, the conflict was then corrected. and after carrying out restoration of the conflict, the researcher made a report. The report must be in sync with the conflict that has been examined by the researcher. Researchers make observations and record all conflicts being studied. After the observation data was collected, the conflict was then corrected. and after carrying out restoration of the conflict, the researcher made a report. The report must be in sync with the conflict that has been examined by the researcher.

RESULTS AND DISCUSSION

Derived from the results of the study, that product innovation from the M T-Shirt business turned out to have an effect on increasing the Motivation T-shirt business. A company or business that develops in its business has a general goal, namely, building products using efficient costs in accordance with needs and selling at prices that are in accordance with the purchasing power of consumers. This is also done by the MSME Motivation T-shirt "M T-Shirt", the Motivational T-shirt product uses various kinds of words and uses 3 different sizes L, M and XL. but what is often in demand is only a series of sizes L and XL. Certain days hold various kinds of promos to attract consumer purchasing power. The success of the business will be greatly influenced by the ability of 'M T-Shirt'



in marketing the motivational t-shirt business.

In selling motivational t-shirts, it is not too difficult in terms of sales tactics, because motivational t-shirts already have many variants of words that attract consumers, especially having variants that suit consumer interests, namely using their own custom. In the fashion business, there must be competition, so that in facing this competition, M T-Shirt always provides the best service, product quality and price for consumers. in marketing tactics, namely: product (product), price (price), and promotion (promotion). the art of management in the field of marketing that is carried out by M T-Shirt. When viewed from the point of view of product, price, area or distribution and promotion, it is as follows:

1. A business product to face the competition in the market, M T-Shirt provides t-shirts with various colors and sizes that are in great demand by most consumers. In terms of service for complaints submitted by customers for product defects, the shop owner will repair and even renew using the same new product. This was done with the aim that customers are not disappointed with the service and products.
2. The price of the pricing tactic is determined by the business owner on each M T-Shirt product
3. for the promotion of M T-Shirt. they always hold promotions every month.

**THE FOLLOWING IS SALES DATA DURING THE RESEARCH IN
 M T-SHIRT 2021
 WITH FINANCIAL STATEMENTS
 PERIOD OCTOBER - NOVEMBER 2021**

FINANCIAL STATEMENTS PER - WEEK

Week -	Sale	TOTAL	HPP	PROFIT
1st week	8 T-shirts	IDR 324,000.00	IDR 244,000.00	IDR 80,000.00
2nd week	0 T-shirts	Rp -	Rp -	Rp -
3rd week	3 T-shirts	IDR 114,000.00	IDR 84,000.00	IDR 30,000.00
4th week	3 T-shirts	IDR 116,000.00	IDR 86,000.00	IDR 30,000.00
5th week	3 T-shirts	IDR 111,000.00	IDR 81,000.00	IDR 30,000.00
6th week	3 T-shirts	IDR 114,000.00	IDR 84,000.00	IDR 30,000.00
7th week	3 T-shirts	IDR 73,000.00	IDR 53,000.00	IDR 20,000.00
week 8	2 T-shirts	IDR 81,000.00	IDR 61,000.00	IDR 20,000.00
		IDR 933,000.00	IDR 693,000.00	IDR 240,000.00

BELOW BELOW DESCRIPTION OF THE SALES DATA

STORE NAME : M T-SHIRTS
 REPORT NAME : SALES REPORT
 DATE PERIOD : 1st WEEK

NO TRANSACTIONS	TRANSACTION DATE	SIZE / TYPE	TOTAL	HPP	PROFIT
1	October 26, 2021	XL/BLAC K	IDR 38,000.00	IDR 28,000.00	IDR 10,000.00



2	October 26, 2021	XL/ ORANGE	IDR 41,500.00	IDR 31,000.00	IDR 10,000.00
3	October 26, 2021	L/RED	IDR 40,000.00	IDR 30,000.00	IDR 10,000.00
4	October 26, 2021	XL/GRAY	IDR 43,500.00	IDR 33,000.00	IDR 10,000.00
5	October 28, 2021	XL/ White	IDR 40,000.00	IDR 30,000.00	IDR 10,000.00
6	October 28, 2021	XL/ Army	IDR 41,500.00	IDR 31,000.00	IDR 10,000.00
7	October 31, 2021	L/ Navy	IDR 40,000.00	IDR 30,000.00	IDR 10,000.00
8	October 31, 2021	XL/ Dark Gray	IDR 41,000.00	IDR 31,000.00	IDR 10,000.00
			IDR 324,000.00	IDR 244,000.00	IDR 80,000.00

DATE PERIOD : 3rd WEEK

NO TRANSACTION	TRANSACTION DATE	SIZE / TYPE	TOTAL	HPP	PROFIT
1	November 10, 2021	L/ Black	IDR 40,000.00	IDR 30,000.00	IDR 10,000.00
2	November 10, 2021	L/ White	IDR 33,000.00	IDR 23,000.00	IDR 10,000.00
3	November 10, 2021	XL/ Red	IDR 41,000.00	IDR 31,000.00	IDR 10,000.00
			IDR 114,000.00	IDR 84,000.00	IDR 30,000.00

DATE PERIOD : 4th WEEK

NO TRANSACTION	TRANSACTION DATE	SIZE / TYPE	TOTAL	HPP	PROFIT
1	November 19, 2021	XL/ Navy	IDR 40,000.00	IDR 30,000.00	IDR 10,000.00
2	November 19, 2021	L/ White	IDR 35,000.00	IDR 25,000.00	IDR 10,000.00
3	November 19, 2021	XL/ Omerland	IDR 41,000.00	IDR 31,000.00	IDR 10,000.00



			IDR 116,000.00	IDR 86,000.00	IDR 30,000.00
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DATE PERIOD : 5th WEEK

NO TRANSACTIONS	TRANSACTION DATE	SIZE / TYPE	TOTAL	HPP	PROFIT
1	November 25, 2021	L/ White	IDR 33,000.00	IDR 23,000.00	IDR 10,000.00
2	26 November 2021	XL/BLACK	IDR 43,000.00	IDR 33,000.00	IDR 10,000.00
3	27 November 2021	L/ White	IDR 35,000.00	IDR 25,000.00	IDR 10,000.00
			IDR 111,000.00	IDR 81,000.00	IDR 30,000.00

DATE PERIOD : 6th WEEK

NO TRANSACTIONS	TRANSACTION DATE	SIZE / TYPE	TOTAL	HPP	PROFIT
1	November 29, 2021	XL/BLACK	IDR 38,000.00	IDR 28,000.00	IDR 10,000.00
2	02 December 2021	L/ Navy	IDR 35,000.00	IDR 25,000.00	IDR 10,000.00
3	05 December 2021	XL/ Omerland	IDR 41,000.00	IDR 31,000.00	IDR 10,000.00
			IDR 114,000.00	IDR 84,000.00	IDR 30,000.00

DATE PERIOD : 7th WEEK

NO TRANSACTIONS	TRANSACTION DATE	SIZE / TYPE	TOTAL	HPP	PROFIT
1	November 19, 2021	XL/ Navy	IDR 40,000.00	IDR 30,000.00	IDR 10,000.00
2	November 19, 2021	L/ White	IDR 33,000.00	IDR 23,000.00	IDR 10,000.00
			IDR 73,000.00	IDR 53,000.00	IDR 20,000.00



DATE : 8th WEEK
PERIOD

NO TRANSACTIONS	TRANSACTION DATE	SIZE / TYPE	TOTAL	HPP	PROFIT
1	26 November 2021	XL/White	IDR 43,110.00	IDR 33,000.00	IDR 10,000.00
2	26 November 2021	XL/BLAC K	IDR 38,000.00	IDR 28,000.00	IDR 10,000.00
			IDR 81,000.00	IDR 61,000.00	IDR 20,000.00

CONCLUSION

Based on the explanation above, the researcher can draw several conclusions that "M T-Shirt" favors creativity and quality in the motivational t-shirt product "M T-Shirt" in a competitive strategy in the market. "M T-Shirt" is careful in building creativity in the "M T-Shirt" motivational t-shirt, because the creativity in the "M T-Shirt" is related to motivational words that can inspire and educate. "M T-Shirt" was inspired by the communication network and the friendship created by the owner of "M T-Shirt" and the entire team at "M T-Shirt". "M T-Shirt" products are limited to 1-2 dozen per design, this is done so that consumers don't get bored using creativity in every motivational t-shirt design on "M T-Shirt".

SUGGESTION

1. In the future, the M T-Shirt business needs to expand its marketing area to increase sales and so that it is increasingly recognized by many people in order to achieve its goals.
2. Students must continue to work to create a new product that is useful and can attract people's attention to become an independent entrepreneur in order to create their own jobs to reduce the unemployment rate.

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