

Study Analysis of the Potential of T-Shirt Business Based on the Osing Language in Banyuwangi

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ABSTRACT

The condition of Banyuwangi, which has begun to develop its tourist attraction, has made many Banyuwangi residents use it for business, not only as food souvenirs but also typical Banyuwangi t-shirts. One of the innovations that can be done in the T-Shirt business is to implement elements of local wisdom (words in the Osing language). To find out the potential of the T-Shirt business based on foreign language words, it is necessary to conduct research studies through analytical studies to determine the extent of consumer response. This research is a descriptive analysis research using 100 respondents who are divided into two categories, namely the category of adolescents (17-25 years) and adults (26-35 years). Overall, the accumulation of data from respondents regarding the interest in buying T-Shirt products based on foreign language words is 71% agree to buy, 18% do not, and 11% are undecided between buying the product or not. The results of this analytical research can be taken into consideration by T-Shirt business actors in Banyuwangi to determine the type of product and their target market. To obtain study results with high validity, it is necessary to conduct further research with a larger scale of respondents.

Keywords: Analysis Studies, Business, T-Shirt, Osing Language.



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INTRODUCTION

The developments made by the Banyuwangi government towards several tourist destinations have attracted the attention of tourists (Paramita, et al., 2021; Sulistyan & Paramita, 2021)). As a result, currently Banyuwangi is one of the most visited tourist destinations by local and international tourists. The condition of Banyuwangi which has begun to develop its tourist attraction, has made many Banyuwangi residents use it for business, not only food souvenirs but also typical Banyuwangi t-shirts (Rahmayanti, et al., 2015). By maximizing the potential of tourist destinations in Banyuwangi, business actors, especially in the merchandise sector, must be observant in seeing these opportunities. Business actors in Banyuwangi must consider various factors that influence consumer interest in the products they offer, including; selling price, product quality, product uniqueness to the marketing techniques used (Rompis, et al., 2017). This analysis is expected to maximize sales of products owned by entrepreneurs in Banyuwangi.

T-shirts are a part of the lifestyle and become one of the trends in Banyuwangi society, especially among millennials. Currently the function of the T-Shirt is more than just clothes because it is also a medium of expression, ideology and identity. T-shirts can be open texts that communicate certain messages through shapes, pictures, or words about experiences, behavior and social status. T-shirts have several conveniences, apart from being cheap, comfortable to wear, easy to clean, mobile, functional, and can be used as souvenirs, and so on, this makes business people and politicians aware that T-shirts can be used as an effective and efficient promotional medium, apart from being a means of advertising T-shirts, it is also used as a medium to spread political ideas (Krisna, et al., 2015). This potential is what makes the T-Shirt business timeless.

The increase in T-Shirt entrepreneurs requires business actors in Banyuwangi to innovate and improvise their t-shirt business products. These innovations are expected to produce T-Shirt products that have unique characteristics and are some indicators of quality products because the level of product quality will determine decision making on consumer interest. (Dara & Purnaningsih, 2019). One form of innovation that can be done by T-Shirt business actors in Banyuwangi is to implement elements of local wisdom in Banyuwangi. With the implementation of the elements of local wisdom, it is hoped that the T-Shirt products produced by business actors have their own characteristics and are able to attract consumer buying interest from inside and outside Banyuwangi. One form of Banyuwangi's local wisdom that can be combined with the T-Shirt business is the typical Banyuwangi Osing language.

The Osing tribe is an indigenous Banyuwangi tribe that inhabits many areas of Banyuwangi district including Glagah District, Singojuruh District, Kabat District and Licin District (Nursafitri, et al., 2020). The Osing community has characteristics including; use the Osing language, have great-grandchildren and live in the same village, have various patterns, have village clean rituals, adhere to beliefs inherited from their ancestors, and the majority work as farmers and carpenters (Halim, 2019). In their daily life, the Osing tribe communicates using the Osing language. The existence of the Osing tribe in Banyuwangi is appreciated not only as a material commodity, but also as an effort to interpret cultural heritage by exploring positive values to be used as guidelines in finding national identity, namely through the Osing language (Wahyudiono, 2020). These characteristics are potential if combined with the business of T-Shirt based on foreign language words.

To find out the potential of the T-Shirt business based on Osing language words, it is necessary to conduct a research study through analytical studies to determine the extent of consumer response in Banyuwangi regarding the innovation of T-Shirt products based on Osing language words. The results of this research can be used as a study for academics and business actors in Banyuwangi to determine the market strategy in organizing the T-Shirt business based on foreign language words.

METHODS

This research is a descriptive analysis research in which the researcher tries to describe the events and events that are the center of attention without giving special treatment to these events (Sukmadinata, 2016). The sampling method for this descriptive study is a non-probability method with purposive random sampling. Purposive Random Sampling (sampling considerations) is a sampling technique used by researchers if the researcher has certain considerations in considering the sample for a particular purpose (Riduwan, 2012).

The subject of this research is the Banyuwangi community who are potential buyers of T-Shirt products based on foreign language words. The research subjects were divided into two categories, namely the category of adolescents (17-25 years) and adults (26-35 years). This research requires data to reveal the facts so that the research can be successful in accordance with the objectives. The data used is primary data, is research data obtained directly from the original source or the first party / not through intermediary media (Indriantoro & Sopomo, 2011). The primary data collected is in

the form of distributing questionnaires to respondents who are the object of research on the business potential of T-Shirts based on foreign language words. The data obtained will be analyzed descriptively through the stages of verification, data organization, transformation, merging, sorting, calculation, data extraction to form information and knowledge formation (Witarto, 2008.). The sample used was 100 people who were divided into 50 teenagers in the age category and 50 people in the adult age category. The data analysis technique used in this study uses qualitative data analysis techniques which consist of three streams of activities that occur simultaneously, namely: data reduction, data presentation, and drawing conclusions or verification (Miles, Matthew, & Huberman, 2014.). The results of the data that have been processed are then interpreted to determine the extent of the business potential of T-Shirts based on foreign language words based on the results of the analytical studies that have been carried out.

RESULTS AND DISCUSSION

Respondent Description

Respondents in this study were 100 people who were potential buyers of T-Shirt products based on foreign language words in Banyuwangi. Respondents were selected randomly with criteria for the age categories of adolescents (17-25 years) and adults (26-35 years). The respondent's data can be seen in the following table:

Table 1. Respondent Data

Gender	Amount	Percentage (%)
Man	50	50
Woman	50	50
Amount	100	100

Source: Data Processed, 2022

The 100 respondents who were selected as subjects in this study consisted of 25 males from the adolescent age category, 25 males from the adult age category, 25 females from the adolescent category, and 25 adults from the category. The selection of the respondents by considering that the respondents represent every age category of potential buyers of T-Shirt products based on foreign language words in Banyuwangi.

Product Analysis

To find out the extent to which potential consumers are interested in T-Shirt products based on foreign language words, a consumer buying interest test was conducted on 100 respondents representing potential consumers from the category of teenagers and adults. From the results of a survey conducted online, feedback from respondents can be seen in the following table:

Table 2. Buying Interest Analysis Data

Age Category	Buying Interest		
	Yes	Not	Doubtful
Teenager	39	8	3
Mature	32	10	8
Percentage (%)	71	18	11

Source: Data Processed, 2022

From the results of these data, it can be concluded that the majority of respondents from the youth category 78% agree to buy T-Shirt products based on foreign language words, 16% do not agree to buy, and the remaining 6% are unsure whether to buy the product or not. For the adult age category, 64% agreed to buy T-Shirt products based on foreign language words, 20% did not agree to buy and the remaining 16% were undecided between buying the product or not. Overall, the accumulation of data from respondents regarding the interest in buying T-Shirt products based on foreign language

words is 71% agree to buy, 18% do not, and 11% are undecided between buying the product or not. Comparison of interest in buying products by respondents can be seen in the following data:

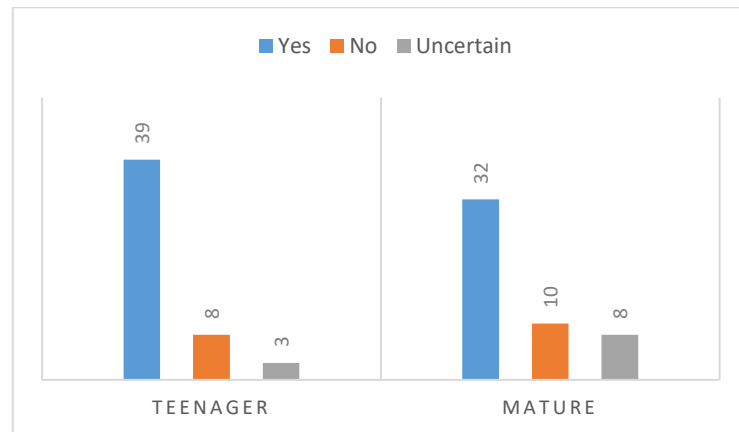


Chart 1. Analysis of Respondents Buying Interest

Source: Data Processed, 2022

Based on the identification of the market during the data collection process, several findings were taken into consideration by researchers to determine the factors that make respondents from the adolescent age category more likely to buy products than respondents in the adolescent age category. This is caused by several factors, among others; respondents from adolescence are more active in self-actualization in the social environment. Because according to them, what they wear (in this case is a T-Shirt) is a representation of the identity and characteristics of the wearer. They are proud to wear products based on local wisdom, namely foreign languages with the aim of preserving the culture that has been inherited by their ancestors. This is in accordance with the characteristics of adolescents who always want to be recognized for their existence through self-actualization in the social environment (Tania, et al., 2020.), including wearing unique clothes as a form of character and self-expression in everyday life. This is in accordance with the results of research conducted by Markub (2019). The function of language on T-shirts among teenagers is a tool of social interaction, as a medium for conveying an idea, concept, thought, and expression of a feeling including the function of expression, function of information, function of exploration, function of persuasion, and entertainment function on T-shirts among teenagers (Markub, 2019).

From the results of this analysis, for T-Shirt business actors in Banyuwangi, they can innovate by implementing Osing language words by considering potential consumers in the youth and adult age categories. This is a study material to determine product design, product motifs, to marketing techniques with target consumers in the adolescent and adult age categories both inside and outside Banyuwangi. Products that have uniqueness and good quality will determine the market price and consumer buying interest in these products (Wulandari & Wisdom, 2021). With the potential for many tourists visiting Banyuwangi, T-Shirt business actors can use the results of this research as identification material to develop their business and optimize sales results which will automatically have an impact on increasing the income of T-Shirt business actors in Banyuwangi..

CONCLUSION

T-shirts are a part of the millennial lifestyle, both from the teenage and adult age categories. The development of tourist destinations in Banyuwangi is a big potential for business people, especially T-Shirt entrepreneurs to maximize sales turnover by taking advantage of the many tourists who come to Banyuwangi. One of the innovations that can be done in the T-Shirt business is to implement elements of local wisdom, in this case the words in the Osing language. Based on the results of the

data that has been obtained, prospective consumers from teenagers and adults are interested in buyingbuyers of T-Shirt products based on foreign language words. Some of the factors that cause them to want to buy are because they are proud of wearing products based on local wisdom, with the aim of preserving the culture that has been passed down by their ancestors. The results of this analytical research can be taken into consideration by T-Shirt business actors in Banyuwangi to determine the type of product and their target market. To obtain study results with high validity, it is necessary to conduct further research with a larger scale of respondents and with more varied categories of respondents.

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