

GLOCALIZER IN PERSIB SUPPORTERS T-SHIRT DESIGN

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Abstract: As garments are often used by the public, t-shirt has experienced a shift function. At first, the t-shirt is a garment which serves as a means of closing the body has been shifted to a medium of expression or identity of a person through a design that is placed on the surface. As a medium of expression, the surface of the T-shirt printed with a design that contains images and text to express ideas wearer. Looking at the history, t-shirts brought by colonial during the war of independence and gradually accepted by the people of Indonesia. In football, t-shirts used by supporters as an attribute in the defense of the team they support. This also applies to the fans who defended the team PERSIB Bandung. In its design, PERSIB supporters often uses elements of local culture in the design in the form of images, language, or text. Theoretically, the placement of local elements which show the characteristics of a particular culture in various forms of global element is a form of glocalization / glocalizer. In other words, glocalization / glocalizer package the local form became global. The method used in this research using descriptive method, which aims to systematically describe the facts or a particular field in a factual and accurate. In this paper, the author will explain the various forms of glocalizer present in PERSIB supporters t-shirt.

Keywords: *Glocalizer, PERSIB Supporters, T-shirt.*

1. INTRODUCTION

T-shirt was originally an undergarment worn by the British and American soldiers during World War I and II. At that time, usually t-shirt used when the atmosphere is hot or in activities that are not required to wear uniforms. During this period, the t-shirt has the same form: plain white and do not have a good range of sizes collar and arm circumference as at this time. After the world war era, the development of t-shirts became a phenomenon in line with the use of these kinds of clothes by celebrities in movies. For example, in the film *A Streetcar Name Desire*, starring Marlon Brando in 1951, where in the film he uses tight t-shirt gray. The figure of Marlon Brando in the film is portrayed as dangerous, adult and fashionable (Robert Carney, *The History of the T-shirt*. <<http://www.tshirtriches.com/wp-content/uploads/2010/07/TshirtHistory.pdf>> [13/06/ 2015, 12:38])

Along with the passage of time, t-shirts began to be known and accepted as a form of outer garments that are often used in everyday activities. In the era of the 60s when hippies began to appear, t-shirts as a symbol of anti-establishment. In this era where the t-shirt was realized by the musicians of the band, especially from the genre of rock and roll in order to increase the popularity as well as merchandise. This is also done by sport clubs in selling official merchandise or sell their licenses to other parties in making and marketing the t-shirt. The growing variety of designs as well as increased quality of screen printing inks, allowing a variety of designs are placed on the surface of T-shirts. In other words, the design found on t-shirts can be a form of expression for the wearer.

In a football game, the fans PERSIB often use attributes that contain support for PERSIB. Of the many attributes, t-shirt is the attribute that is often used by supporters PERSIB. As mentioned in the foregoing discussion, the t-shirt was originally an outfit worn by British and American soldiers during World War I and II. However, by the fans PERSIB, t-shirts were given a variety of designs that contain expressions about PERSIB Bandung. As media messages, t-shirt has a very dynamic capability, in other words in the message t-shirt that shows support for PERSIB will continue to carry anywhere as long as the t-shirt worn by the supporters.

2. THEORETICAL BACKGROUND.

As a concept, glocalizer is an approach capable of adapting a product with a different approach that results in a hybridization. Hybridization is a process in which the culture across space and time and the interaction with other cultural forms that have different patterns with the place of origin and influence each other to produce a new form. In his view, glocalizer regard globalization as a means that is able to bring foreign culture into the culture. But the presence of such globalization becomes a trigger to further identify, protect, and bring back the local traditions that are treated in a more global packaging (Jacob, 2013: 3).

3. RESEARCH METHODS.

Research conducted by the authors is done by using a qualitative analytical descriptive method. In this case, the author describes the object of research and linked to social background so it looks a relationship between them.

In this paper, the authors take a few samples of t-shirt designs which have a charge supporters PERSIB local tradition that comes from the Internet.

4. RESULTS AND DISCUSSION.

4.1 T-shirt for Self Expression Media

As mentioned in the foregoing discussion, the t-shirt by hippies are clothes that became a symbol of anti-establishment in the 60s, as well as merchandise for some rock and roll band. With the passage of time and the growing variety of graphic design and improved quality of screen printing inks, enabling a wide variety of designs printed on the t-shirt to represent the expression for the wearer. For example, illustrations and typographic forms used in the design may indirectly indicate what type of music preferred, especially if the t-shirt that displays the name of an album or a particular musician.

The emergence of the clothing company is currently supporting the development of designs t-shirt. Various design theme that was carried by the clothing company helps reveal expression expressed by the wearer. Apart from that, the increased printing technology today allows the design on a t-shirt that is more personal. Various family photos both wife and child can be printed on the surface of the t-shirt.

4.2 T-shirt as Attributes PERSIB Supporters

Trend uses t-shirts as PERSIB supporters attribute to have occurred in the era Perserikatan. In his book, Aqwam Fiazmi and Novan Herviana said that on October 31, 1983, when PERSIB against Persija with the final result 0-0, a spectator yelled toward the bench PERSIB “*PERSIB boga dosa !, teu ngabagi-bagikeun kaos ka penonton matakna teu bisa meunang lawan PERSIJA*”. Indeed, in the previous match, against PSM, PERSIB distributed t-shirts to supporters. But against PERSIJA, PERSIB not "steal the show" supporters who had thronged the stadium. Instead, the players PERSIJA who opened the game by throwing the shirt to get sympathy (2014, 43). In this book is not specifically mentioned forms shirt / t-shirts were distributed as anything, whether in the form of merchandise, jersey, or other.

In the era of modern football today, there were some groups of supporters PERSIB Bandung. The presence of these groups resulted in the need for an attribute that can indicate their existence as supporters PERSIB. Of the many attributes of supporters, t-shirts are attributes that are sold or used directly by the fans.

Viewed in a few attributes that are produced by the PERSIB supporters, hooligan is a word that is often used as part of the design of the attributes. In fact, if viewed in the context of hooliganism

presented by Member State of the European Union By the Council of the European Union, hooliganism refers to all kinds of abuses in the name of the hooligans who may be violence between supporters, the destruction of public facilities, the offense of illegal drugs and alcohol, disturbing public order, theft and brokering (Spanij, 2006: 11).

In an article published in *persib.co.id*, Farhan who served as Director of PT. PERSIB Bandung Bermartabat, revealed that the merchandise sold by a sports club can be the identity of the supporters. Identities for the supporter can bring the bond between the club and the supporters. This bond will boost the players, officials, and fans to obtain optimal results in every game.

4.3 Glocalizer in Design T-shirt PERSIB Supporters

As described in the foregoing discussion, the t-shirt is a product that is not from Indonesian culture. But with the entry of colonial nations during the war of independence and global presence of elements of Indonesian culture, making t-shirts became one of the clothing that is widely used at this time. For the supporters PERSIB, the presence of the t-shirt as an attribute in supporting PERSIB becomes important. T-shirt not only act as an attribute that is used when watching PERSIB compete, but can also be used in everyday activities.

In the design of t-shirts worn by the supporters which reflects the regional element, PERSIB as citizens of West Java identity remains a design element that is often presented. Regional element is wrapped in a way that still presents a more modern impression. In this discussion, the author will show some examples of t-shirts used by the supporters PERSIB containing regionalism. As a case study, t-shirts that are presented in this paper is the production of theoriginalvikingfansshop.com.

4.3.1 Applications Sundanese In T-shirt supporters PERSIB

Language as culture forming elements have a prominent place. Through language, a people can communicate with each other. Apart from that, the language has the ideal function that can be symbols of identity and pride for a particular nation or ethnic group as well as a means of intra-ethnic communication. At the global level communication, the presence of regional languages can provide an identity identifier that indicates the origin for the wearer.

In the t-shirt worn by the supporters PERSIB, Sundanese language as the language of the West Java area is often used as copywriting in the design of the t-shirt. Usually the Sundanese language expressions contained in t-shirt voiced about the love of PERSIB or contain a call to support PERSIB.



Figure 1 a Sundanese in a PERSIB supporters T-shirt
Source: theoriginalvikingfansshop.com, 15/01/2015, 13:30

Viewed glocalizer concept, the use of Sundanese in a t-shirt supporters to bring back a form element locality of T-shirt design view. based on the fact now, is not much clothing company that uses Sundanese as forming elements of design in the city of Bandung. But packing the language and the selection of the appropriate letter to bring a t-shirt design that looks good without reducing its global impression.

4.3.2 *Wayang Golek* Elements in of PERSIB Supporters T-shirt Design



Figure 2 *Wayang golek* elements in design of PERSIB supporters t-shirt
Source: theoriginalvikingfansshop.com, 15/01/2015, 13:30

Apart from the language, the elements of regionalism is also seen in the use of more diverse cultures, one of which is a *wayang golek* show. *Wayang golek* show in West Java is very close to the people, Cepot figures contained in the *wayang golek* often present and became an icon of West Java. In addition, *wayang golek* show is an art that is often performed both in rural and urban environments.

As with language, the presence of the element *wayang golek* show in t-shirt supporters PERSIB an effort to introduce and protect local culture forged a sense of love of PERSIB as belonging to residents of West Java.

4.3.3 Application of PERSIB Logo In T-shirt Supporters

In a study of visual communication design, logo is an identity that represents an institution. As a football club, PERSIB have a logo that presented either in jersey or on other applications. By the fans, logo PERSIB often placed on media aimed at showing its support to PERSIB.



Figure 3 PERSIB logo on supporters t-shirt design
Source: theoriginalvikingfansshop.com, 15/01/2015, 13:30.

The presence of T-shirts with the PERSIB logo among the fans were able to give effect to the level of PERSIB Bandung fame as a football club from Indonesia. The strong sense of belonging to the club by supporters resulted in many community base of fans not only in West Java, but also in several cities in a number of countries in the world. Apart from that, the existence of a very strong supporter of this makes PERSIB become one of the world's best football club based pooling performed by thetoppens.com. In other words attributes used by the supporters of introducing PERSIB PERSIB capable of increasing popularity.

4.4 Glocalizer Scheme in PERSIB Supporters T-shirt Design

Based on the explanation above, the writer tries to make the scheme glocalizer forms that exist in t-shirt design PERSIB supporters. Here is the description of the scheme regarding the glocalizer.

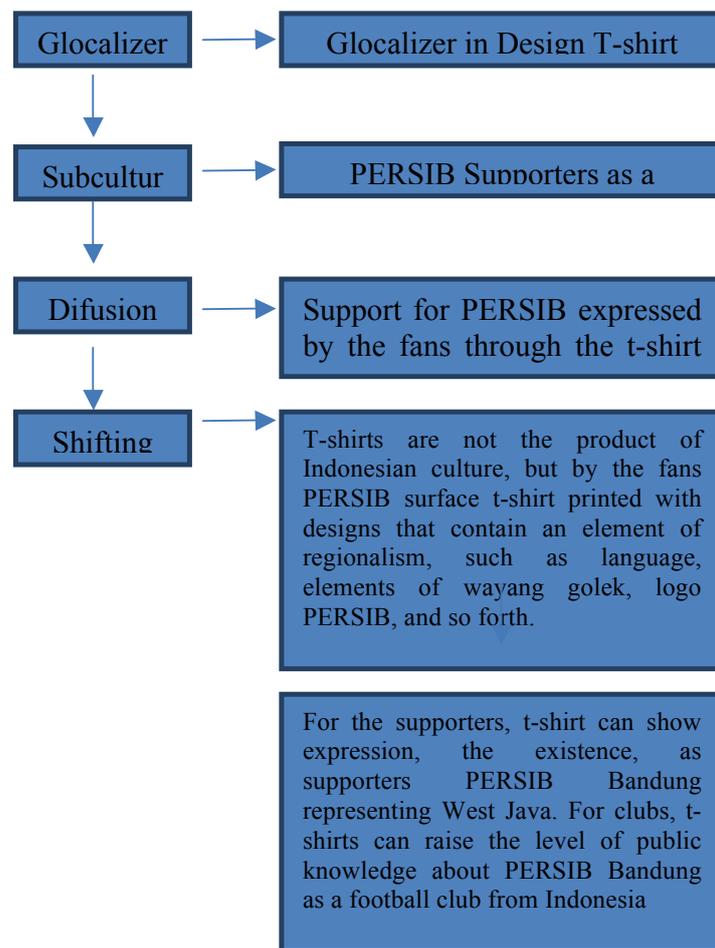


Figure 4 Glocalizer's scheme in PERSIB supporters T-shirt design
Source: Personal Documentation

5. CONCLUSION

Football is the most popular sport in the world. With football, social barriers capable omitted, all social strata in a football game can attend and enjoy the game. The presence of the fans in the game have an important role, supporters are often called the 12th player who is able to give encouragement to the players who are competing on the field.

The presence of an increasingly modern football league makes the emergence of various groups of supporters were more organized. The presence of a group of supporters, resulting in the need for an

attribute that express and show the existence of the fans in supporting PERSIB. Of the many attributes of supporters, t-shirt is the attribute most often used. T-shirts are not actually Indonesian cultural products, but by the fans PERSIB it combined with various local identities such as using local languages, the use of aesthetic elements, or elements that characterize the cultural identity of the region are packed following the current development of the fashion industry in a design view. T-shirt so that it becomes a product that carries the spirit of local yet have a global flavor.

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