Kalimantan Social Studies Journal, vol. 3, (1), October 2021: 52-59
ISSN: 2723-1127 (p.); 2716-2346(e)
DOI: https://doi.org/10.20527/kss
Available online at the website: https://ppjp.ulm.ac.id/journals/index.php/kss

T-shirt Design Training for the Young Generation in Banua Anyar by using Corel Draw

Muhammad Adhitya Hidayat Putra
adhitya.hidayat@ulm.ac.id
Social Studies Education Department, FKIP Lambung Mangkurat University
Ismi Rajani
ismirajani@ulm.ac.id
Social Studies Education Department, FKIP Lambung Mangkurat University
Nadiatul Izmi
nadiatulizmi21@gmail.com
Social Studies Education Department, FKIP Lambung Mangkurat University
Agustina Hayati
agustinahayati01@gmail.com
Social Studies Education Department, FKIP Lambung Mangkurat University

Article History
Received: 07/09/21 Review: 12/09/21 Revision: 25/09/21 Available Online: 15/10/21

Abstrak

kreativitas dan peningkatkan softskill untuk pemuda, karena pada era milenial dan digital pada saat ini pemuda sangat membutuhkan softskill yang dapat membantu dalam mendapatkan pekerjaan atau membuka usaha. Pelatihan desain grafis untuk generasi muda yang perlu diberikan pelatihan desain grafis menggunakan aplikasi desain CorelDraw yang sering digunakan untuk mendesain pamplet, poster, kaos dan lain-lain sehingga mudah untuk diajarkan kepada para pemula. Perkembangan teknologi dan informasi semakin maju, dengan adanya perkembangan yang sangat cepat memberikan dampak yang besar terhadap semua aspek kehidupan. Untuk memanfaatkan kondisi perkembangan teknologi dan informasi saat ini dengan mengasah dan meningkatkan softskill generasi muda agar tidak ketinggalan dalam peluang-peluang kemajuan teknologi. Melalui desain ini juga mengajak generasi mud untuk mempromosikan Kota Banjarmasin yang menjadi daya Tarik dalam meningkatkan kebudayaan dan keunikan Kota Banjarmasin serta menumbuhkan rasa cinta generasi muda terhadap kebudayaan yang dimiliki Kota Banjarmasin.
Kata Kunci: Pelatihan, CorelDraw dan Generasi Muda.

Abstract

creativity and improving soft skills for youth, because in the millennial and digital era at this time youth really need soft skills that can help in getting a job or opening a business. Graphic design training for the younger generation who need to be given graphic design training using the CorelDraw design application which is often used to design pamphlets, posters, t-shirts and others so that it is easy to teach to beginners. The development of technology and information is increasingly advanced, with very fast developments having a major impact on all aspects of life. To take advantage of the current state of technology and information development by honing and improving the soft skills of the younger generation so as not to be left behind in the opportunities of technological advancement. Empppromote Banjarmasin which is an attraction in improving the culture and uniqueness of the City of Banjarmasin and fostering a sense of love for the younger generation for the culture of Banjarmasin.
Keywords: Training, CorelDraw and the Young Generation.

PRELIMINARY

The lack of concern for the younger generation for local culture in this era of technology and information development raises a sense of concern because the generation that spearheads the nation's flight attendants does not know or know the local culture of the region. This has an impact on the recognition of our indigenous culture by neighboring countries. Because these

Copyright © 2021, The Kalimantan Social Studies Journal

problems are the background for the emergence of a movement or breakthrough to carry out community service with a focus on t-shirt design training themed City Branding Banjarmasin City. This training is beneficial for the younger generation in improving soft skills and fostering a sense of love for the younger generation as the successor to the nation's culture, especially in the city of Banjarmasin.

Role and function Universities in society must build society and encourage social change and the preservation of the nation's cultural values as the implementation of the Tri Dharma of Higher Education. Furthermore, coaching and development in the implementation of the Tri Dharma of Higher Education can be in the form of teaching, research, training, and community service. Law Number 20 of 2003 concerning the Education, Research and Community Service System (Article 20 paragraph 2).

Lambung Mangkurat University (ULM), one of the universities in Banjarmasin City, is committed to carrying out community service on a regular basis. It aims to implement the Tri Dharma of Higher Education to provide insight and develop skills for the community in Banjarmasin City in general. One of these efforts is Graphic Design training, namely t-shirt design training for Karang Taruna Banua Anyar Village.

Karang Taruna is a youth organization in Indonesia, as a forum for fostering the younger generation of non-participants, who grow based on awareness and a sense of social responsibility from, by and for the community, especially the younger generation in the Village / Urban Village or equivalent social community, which is primarily engaged in social welfare. As a youth social organization, Karang Taruna is a forum for fostering and developing as well as empowering to develop productive economic activities by utilizing all the potential that exists in the environment, both human resources and existing natural resources. Furthermore, as a youth organization, Karang Taruna is guided by the Basic Guidelines and Household Guidelines. Furthermore, the composition of the management and the term of office in each region, starting from the Village/Kelurahan to the National level, is also set. All of this is a form of organizational regeneration for organizational sustainability and the development of Karang Taruna members both now and in the future (Handy et al., 2021; Hasanah, 2020).

T-shirt Design Training so that these young people have skills that will equip them to face advances in technology and information. They can use the soft skills they got from this design training and take advantage of the current opportunities. Community service that is packaged in the form of this training has various advantages, namely increasing the soft skills of the younger generation in the field of graphic design technology and making city branding the City of Banjarmasin the theme in this t-shirt design training.

Copyright © 2021, The Kalimantan Social Studies Journal

Currently T-shirts are in great demand, especially young people; The development of the T-shirt at first was from the use of T-shirts as underwear for British and American soldiers in the 19th century until the early 20th century. Marlon Brando popularized t-shirts in 1947. At that time Marlon Brando was wearing t-shirts at that time. Theatrical performance with Willian's Tennessee play "A Street Named Desire" on Broadway. In the performance, Marlon Brando played Stanley Kowalsky. After the emergence of Marlon Brando using T-shirts, the use of T-shirts among young people is even more widespread today by adding interesting designs.

CorelDraw is an application or software on a computer which has functions for drawing, editing photos, making cartoon designs, and several functions related to graphic functions that can produce attractive images (Muchtar, 2020). Graphic design training is focused on product design training using Corel Draw. Providing graphic design training materials because graphic design covers all areas that require the translation of verbal language into visual design of text and images on various publication media to convey messages.

Training is a learning process that reproduces direct practice in learning compared to given theory; Various forms of training can be carried out independently or in groups aimed at improving the abilities of the individual being trained or in groups. The purpose of training is for individuals or groups to master the skills that have been trained; There are several types, namely discourse training, skills training, and soft skills. According to Murtie (2012) individuals undergo training to improve their attitudes, knowledge, skills, and behavior (Hutajulu & Supriyanto 2013),. So this article aims to explain the process of graphic design training activities for youth in Banua Anyar village.

METHOD

Community Service will be held in September 2021. This training will be held in Banua Anyar Village; The activity was carried out for a full day from morning until noon at the Banua Anyar village hall followed by ten youths from Banua Anyar village. The purpose of this training is to improve the skills of the youth in Banua Anyar Village in the field of graphic design and can understand the basics of using Corel Draw.

Implementation of the training with the delivery of material first on graphic design, after that it was continued with direct practice in designing t-shirts, T-shirt Design Training began with an opening remark given by the Head of Banua Anyar Village, and Lecturers of the Social Studies Education Study Program finished the Opening event continued with presentation of material from Mr. Dhimas Pratama Nindya Putra Sari, S.Kom about the basics of graphic design and after that, continued by social studies education students who already

Copyright © 2021, The Kalimantan Social Studies Journal

understand and have a business in the field of graphic design to direct the trainees in direct practice of t-shirt design (Abbas & Erlyani, 2020)

The method of t-shirt design training activities for teenagers in Banua Anyar Village is carried out by several students who are the committee and one lecturer who becomes the direct material in the delivery of graphic design and is assisted by one student who is an expert in his field to assist and direct in the practicum. From 10.00 WITA – 11.00 WITA, the basics of graphic design were delivered, and from 11.00 – 12.00 WITA, the training participants practiced making t-shirt designs. The participants only design t-shirts with simple designs and are easy to design. They were directed to use the CorelDraw application to color the design so that participants could understand how the selection of citizens in the design was carried out. For all participants to collect the design results with their creativity,

RESULTS AND DISCUSSION

At the time of the implementation of the graphic design training using the CorelDraw application, many participants from Pemuda Karang Taruna in the village of Banua Anyar were unable to use the application and did not have the ability in the field of graphic design. Moreover, the trainees never tried to make designs at all. However, participants who attended the training quickly and easily understood the material presented. Although initially the participants were only able to make basic objects, give colors or backgrounds, the results were still not neat. Some participants are still unable to add text, adjust the font type, size, and color, and place the desired position.

Figure 1. Showing sample results of making T-Shirts using CorelDraw

Source: Community Service Activities (2021).

Graphic Design training participants carefully pay attention to every material presented by the presenter, The material presented in the t-shirt design training to the youth of Banua

Copyright © 2021, The Kalimantan Social Studies Journal

Anyar village is about the basics of graphic design, what is meant by graphic design so that the trainees can understand first about graphic design. After 1 (one) hour of delivering graphic design material, such as setting before making a design, it is necessary to set the page that will be used for designing, as for the settings before designing, namely the selection of paper type, paper size, paper orientation, unit of measure used and color sorting. The next training activity explains the use of graphic design applications and Pratik to create simple designs. In this practice, the trainees are directed to follow the steps to create a design that is guided by the presenter.

The picture below shows the stages of training, namely the delivery of material on the basics of graphic design. Participants who attend this training pay close attention and occasionally ask questions if they do not understandwhat the speaker said.

Figure 2. Resource Persons Deliver Training Materials

Source: Community Service Activities (2021).

After designing the participants one by one, they begin to collect the themed designs *City Imaging* Banjarmasin City to the presenters. So the designs they make must be related to the City Branding of the City of Banjarmasin, with the creativity of the trainees in determining the colors and components to make designs according to their respective wishes with reference to the City Branding of the City of Banjarmasin. All the training participants collected the designs according to the time determined by the committee—the designs they made allowed the trainees to create simple and good t-shirt designs.

The training has characteristics in its implementation, namely the existence of a process oriented to improving the skills possessed, the material presented is the required material, the

Copyright © 2021, The Kalimantan Social Studies Journal

training has a certain period of time, and the training process is carried out by studying the material and practicing it. so it becomes a habit. As a result, the benefits of increasing knowledge or skills, especially those who are preparing to enter the world of work (Budiarti, 2019; Harianto & Wiguna, 2020). Graphic design is a communication process that utilizes visual elements, such as writing, shapes, and images to produce the perception of information or messages.

Figure 3. The Training Activites on Banua Anyar Village

Source: Community Service Activities (2021).

During the training activities, the youth of Banua Anyar, a youth organization, were quite enthusiastic about participating in the training. Because for them, the skills in designing t-shirts are knowledge and skills that they have never gotten. Dialogue and discussion conducted by the author with several participants, namely a youth group, one of which was Abdul Wahid, revealed that it was his first time participating in the training activity. I don't like t-shirts like this and have never tried graphic design, so this t-shirt design training appealed to him. It is hoped that youth organizations can develop these skills to equip them for entrepreneurship (Aslamiah et al., 2021).

Provide knowledge and understanding to the Youth Karang Taruna of Banua Anyar Village about graphic design and the opportunities that exist and they can take advantage of. Provide knowledge to participants about the use of graphic design; Train skills and creativity and encourage the youth of Karang Taruna to become entrepreneurs by developing t-shirt design skills; Train youth youth in Banua Anyar village to have skills and improve their ability in graphic design.

Copyright © 2021, The Kalimantan Social Studies Journal

Can provide insight and knowledge for Youth Karang Taruna Banua Anyar Village about the basics of graphic design; because the youth of Karang Taruna still lacked knowledge in the field of graphic design, so the implementation of this training gave them new insights and knowledge; Can provide business opportunities for youth in the Banua Anyar sub-district, especially in the field of graphic design, with this training it provides benefits for Karang Taruna Youth to develop their skills in the field of graphic design so that they can be utilized in existing business opportunities they can also open their own business using Skill in the field of graphic design.

CONCLUSION

Implementing the Tridharma of Higher Education is an obligation for every university to be able to organize it, both public and private. As stated in Law no. 20 of 2003.to fulfill these obligations. Then a community service was held, namely T-shirt Design Training for Youth Youth Organizations in Banua Anyar Village. This training was held for one day with several participants from around 10 Youth Karang Taruna Banua Anyar Village; during the training process, the participants were very enthusiastic about following the steps carried out during the training process. This training activity provided new knowledge and experience for several participants from youth organizations. They gain knowledge of graphic design and improve their skills in designing t-shirts.

BIBLIOGRAPHY

Abbas, E. W., & Erlyani, N. (2020). Menulis di Kala Badai Covid-19.

Agustina, R. (2017). Pelatihan Desain Grafis untuk Perangkat Desa dalam Rangka Peningkatan SDM di Desa Ngawonggo Kecamatan Tajinan Kab. Malang. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, *2*(1).

Aslamiah, A., Abbas, E. W., & Mutiani, M. (2021). 21st-Century Skills and Social Studies Education. *The Innovation of Social Studies Journal*, *2*(2), 82-92.

Budiarto, S. P. (2019). Pelatihan Desain Grafis dan Multimedia di Sekolah Menengah Kejuruhan Persatuan Guru Republik Indonesia Banyuputih Situbondo. *JPM (Jurnal Pemberdayaan Masyarakat)*, *4*(1), 308-313.

Handy, M. R. N., Mutiani, M., Putra, M. A. H., Syaharuddin, S., & Putro, H. P. N. (2021). Adaptation of Riverbanks Community to Urban Green Open Space Development. *The Innovation of Social Studies Journal*, *2*(2), 127-134.

Harianto, W., & Wiguna, A. S. (2020). Pelatihan Corel Draw Untuk Perangkat Desa Ngawonggo Kecamatan Tajinan. *Martabe: Jurnal Pengabdian Kepada Masyarakat*, *3*(1), 1-4.

Hasanah, M. (2020). Upaya Meningkatkan Kecerdasan Ekologis Melalui Komik Edukasi Berbasis Kearifan Lokal Masyarakat Banjar Sebagai Sumber Belajar Ekonomi.

Hutajulu, S. M., & Supriyanto, S. (2013). Tinjauan Pelaksanaan Pelatihan Dan Pengembangan Karyawan Pada Pt. Inalum Kabupaten Batubara. *Jurnal Bis-A: Jurnal Bisnis Administrasi*, *2*(2), 30-39.

Kusrianto, A. (2010). *Corel Draw*. Elex Media Komputindo.

Copyright © 2021, The Kalimantan Social Studies Journal

Lisnawita, L., & Van FC, L. L. (2020). Pelatihan Desain Grafis Untuk Meningkatkan Kreatifitas Siswa. *Dinamisia: Jurnal Pengabdian Kepada Masyarakat*, *4*(2), 231-235.

Muchtar, I. (2020). Proses Pembuatan Desain T-Shirt Dengan Menggunakan Aplikasi Coreldraw Di Studio Upa'clothing Makassar.

Undang-Undang Nomor 20 Tahun 2003 Tentang Sistem Pendidikan, Penelitian, dan Pengabdian Kepada Masyarakat.

Copyright © 2021, The Kalimantan Social Studies Journal