



Illustration Graphic Design Training for Small Businesses as a Form of Business Development

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ABSTRACT

In the city of Magelang there is a wholesale Kedjora UMKM. These UMKM sell several fashion products, especially Muslim women's clothing which are self-produced and some buy from manufacturers in Bandung. In fact, they want the products they sell to be off the market, so they need skills to make their own designs. The problem is that the wholesale Kedjora UMKM has not been able to design clothes digitally so they buy more from producers in Bandung and Jakarta. Therefore the product is not exclusive. Based on the above it is important because if they can design their own products they will produce products that are not marketable and are able to compete in today's fashion industry. Through increasing skills in making digital clothing designs, those who already have the skills and want independent entrepreneurs who incidentally are on a small scale, they are able to compete with medium or large business actors in meeting the needs of individuals, organizations and the wider community in the global market.

INTRODUCTION

Digital fashion illustration is now becoming important along with the times. When viewed from the development of technology in fashion design, it is very closely related to the department of fashion design or fashion design. Enthusiasts in the field of fashion are increasingly crowded and fashion schools are also growing. As a prospective designer, you must also have a growing understanding in the field of fashion. At this time many think that designing using a computer is not too important as long as you can design manually, but for the next few years no one knows whether manual designing is still necessary or not. Designing manually is the most basic way of designing to learn, but over time designing is not only done manually but also digitally (M. Haider, Alimuddin Sa' ban Miru, 2019). The development of increasingly sophisticated digital technology means that there are many design applications that can be used, from the simple to the most complex. Manual clothing design requires a long process to generate ideas optimally, because if an error occurs when designing, you have to start over from scratch. Even though designing manually the results are no less good than designing digitally (Nurul So'imah, 2012). However, designing manually requires a long time and expertise in drawing lines, determining colors, fiber types, model details on clothing parts, and it is difficult to repeat the same design. Design computers are equipped with various facilities that make it easier for designers and fashion observers to freely determine model lines, colors, textures, fiber types and model details on clothing parts. By using a computer, designers can make the design process faster, because wrong images can be edited again without taking a long time and the results are more optimal. However, designing using a computer requires special skills and in-depth experience using design applications (Silitonga, 2017).

In the city of Magelang there is a wholesale Kedjora UMKM. These UMKM sell several fashion products, especially Muslim women's clothing which are self-produced and some buy from manufacturers in Bandung. In fact, they want the products they sell to be off the market, so they need skills to make their own designs (Abdul Aziz, Setya Indah I, 2021). The problem is that the wholesale Kedjora UMKN has not been able to design clothes digitally so they buy more from producers in Bandung and Jakarta. Therefore the product is not exclusive. Based on the survey that has been conducted, it is known that Kedjora SMEs still lack the skills to make digital designs, therefore, training in making digital illustration designs is needed to increase creativity in producing clothes so as to increase the selling value of clothes. In this regard, we as part of the community will hold a Digital Illustration Design Training to Increase the Creativity of Clothing Production at the Kedjora Grosir Magelang UMKM. With the problems faced by small entrepreneurs, the community service team took the initiative to provide training. With this training, managers and business actors are guided and fostered to be able to manage and develop a fashion product business as a healthy fashion business that is highly competitive, especially in the Magelang City area. The solution provided is Digital Illustration Design Training to Increase Creativity in Clothing Production at

Kedjora Grosir Magelang UMKM, improving art and design skills in making products.

IMPLEMENTATIONS AND METHODS

The conceptual framework for solving problems in the implementation of community service is charted as shown in the figure below.

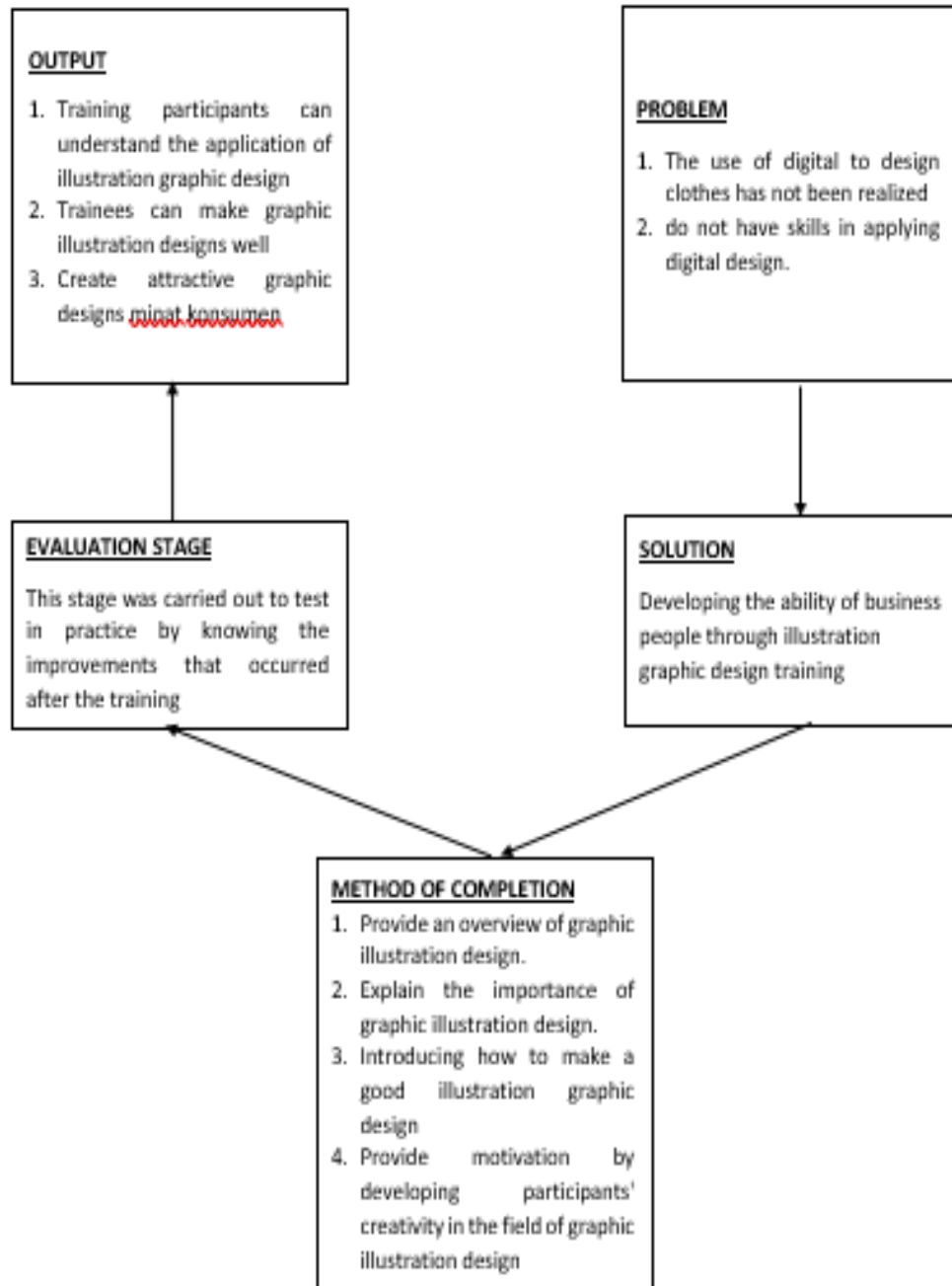


Figure 1. Problem Solving Conceptual Framework

The mentoring method used in this service is using the PAR (Participation Action Research) method. The scope of this service activity is the members of the Semarang patchwork community. The service team is directly involved in the field as a teacher at UMKM Kedjora in Magelang City. The

method of applying and utilizing information technology for village communities in this community service activity uses the direct assistance method in the field in the form of direct practice of operating the application (), which involves village students and youth as partners in the implementation of this community service activity.

In carrying out this activity, village youths become training participants in the implementation of community service activities. In addition, the availability of facilities and infrastructure in the form of meeting rooms can be used to support the smooth running of community service activities later. From a technological point of view, later in practice the process of delivering material will utilize technological devices such as laptops, LCDs, cameras with joint assistance between students. Before students go directly into conducting training and mentoring village youth, students are first provided with practical knowledge that is in line with the needs of the population

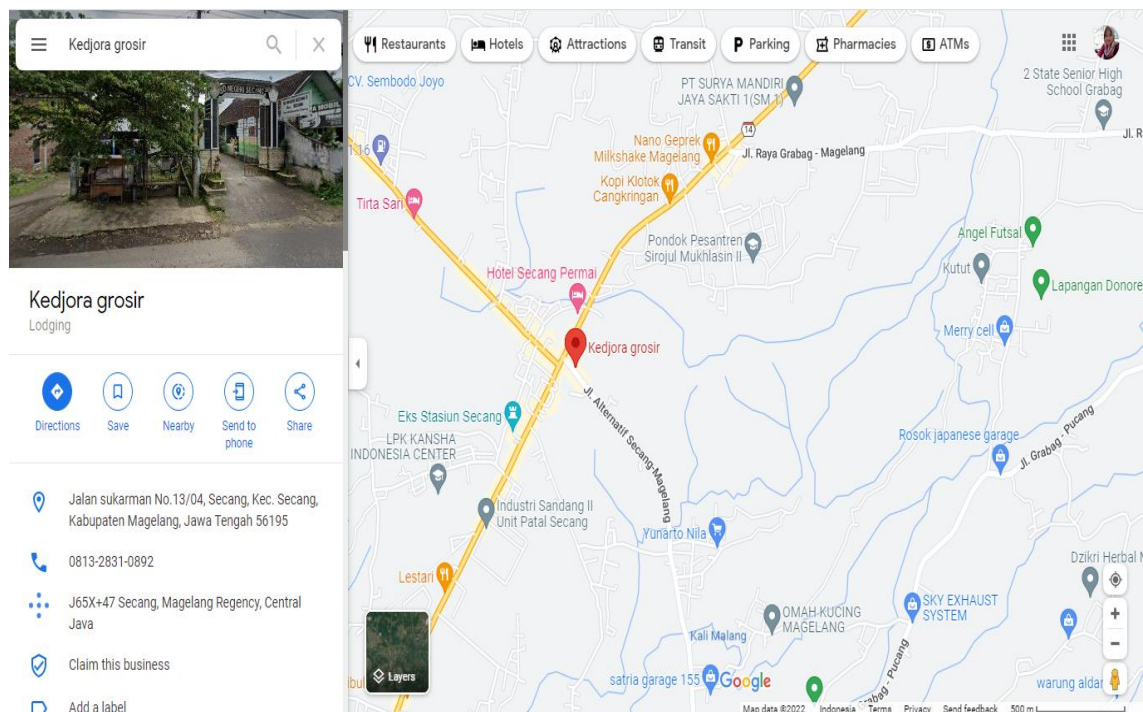


Figure 2. Maps of Training Activity Locations

RESULTS AND DISCUSSIONS

Before the activity is carried out, the following preparations are made: conduct a literature study on teaching and learning materials for understanding images/visuals in Adobe Illustrator, prepare materials and supporting tools in the form of pictorial story media as teaching media in understanding images/visuals as learning methods that can be applied to increase student understanding, conduct trials of material designs delivered, determine the time of implementation and the duration of community service activities together with the implementing team, determine and prepare material to be delivered in community service activities. The service activities took place on Saturday, September 7, 2019 from 09.00 to completion, attended by 20 training participants. The service activity begins with the delivery of the main material

for activities related to learning and application of the Adobe Illustrator application in improving students' understanding abilities. Then, the speaker uses pictorial story media as a teaching medium in understanding images/visuals that can be applied in increasing participant understanding. This reading activity with an understanding of the images/visuals was immediately practiced by the participants by directing students to make the images/visuals given and answering several questions related to the images/visuals. Then the presenter directs the participants to practice directly implementing graphic illustration designs. Analysis of these results was obtained based on evaluations in the form of questionnaires given to participants before and after the activity. The results of the evaluation are as shown in the figure below:

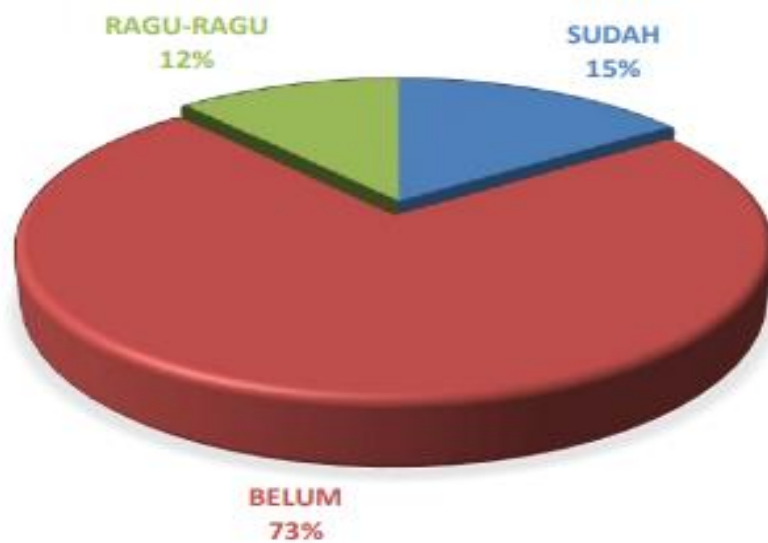


Figure 3. Pre Test Understanding of Design Illustration

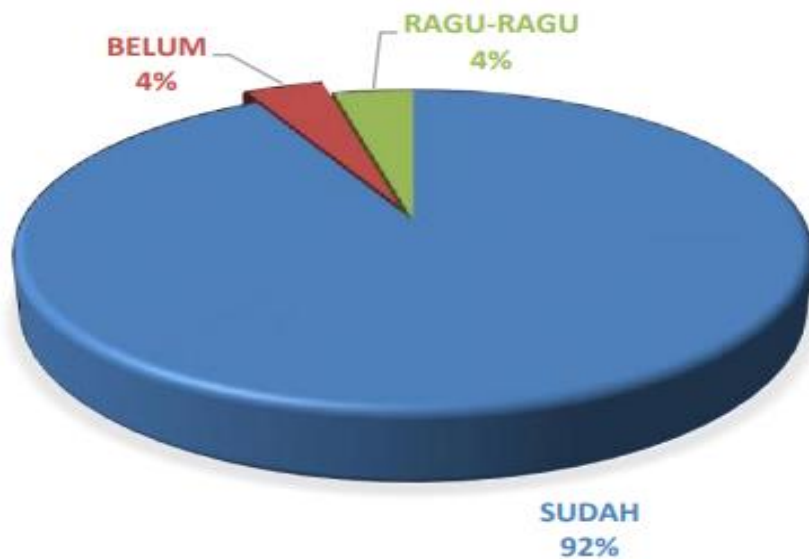


Figure 4. Post Test of Understanding of Design Illustration

From the figure above it is explained that there was an increase in the understanding of the trainees on graphic illustration design from the previous 73% did not understand before the training was carried out and 92% already understood graphic illustration design after the training was held. The next questionnaire about the delivery of material and student understanding is given by the instructor. The results of the questionnaire are as shown in Figure 4 for the pre test and Figure 5 for the post test.



Figure 5. Pre Test Explanation During Training

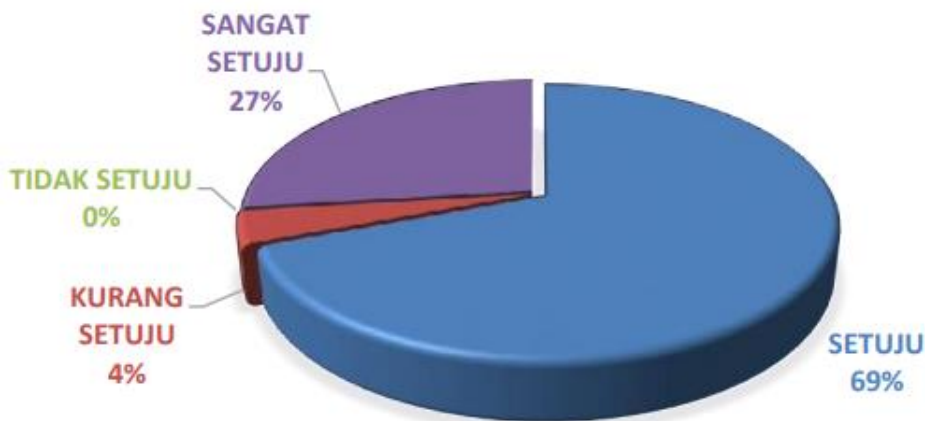


Figure 6. Post Test Explanation During Training

From the figure above it is explained that there was an increase before and after the explanation and understanding of the illustration graphic design material delivered by the Instructor. The results of the pre test were 46% who answered agreed and the results of the post test were 69%. The next questionnaire is about applying the knowledge gained from the training activities in making graphic illustration designs, utilizing the training and holding further training as shown in Figure 6 for the pre-test and Figure 7 for the post-test.

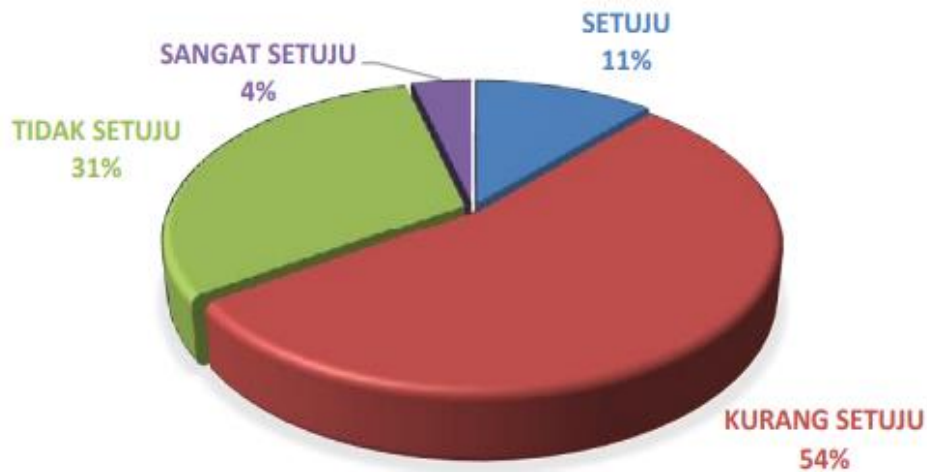


Figure 7. Pre Test Design Usage, Benefits and Advanced Training

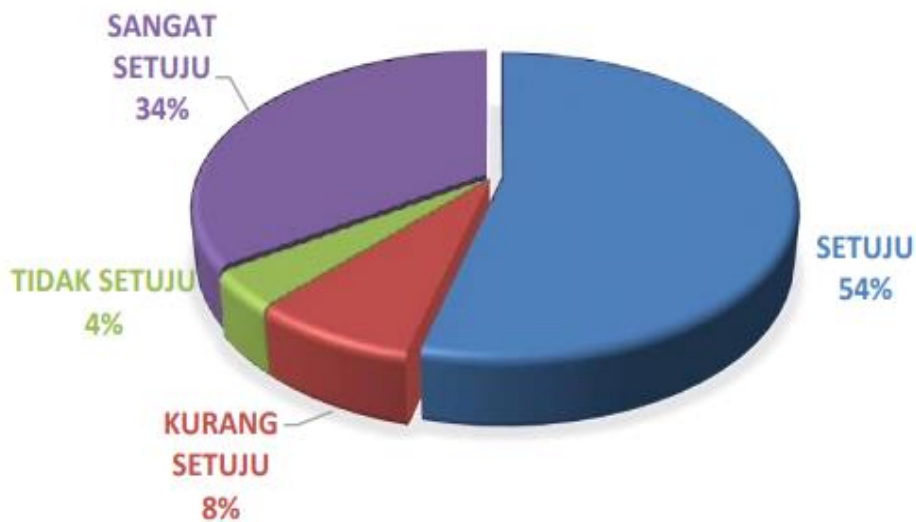


Figure 8. Post Test Design Usage, Benefits and Follow-Up Training

From the figure above it is explained that there has been an increase before and after using graphic illustration designs as an effort by small entrepreneurs to increase sales d, the benefits of training and the holding of further training. The pre-test results were 11% who answered agreed and the post-test results were 54%.

CONCLUSIONS AND RECOMENDATIONS

The end result of the graphic illustration design training is that small business actors can develop in accordance with today's technological developments. The participants in the Sirojul Mubtadiin BLKK training in Meteseh Tembalang Subdistrict in the knowledge and understanding improvement activity related to making household linen products ready for sale in the market were very enthusiastic and creative. All participants found it difficult to make household flax products very useful, and if they were developed they would become products that were marketable.

ACKNOWLEDGMENTS

This section gives you the opportunity to thank your colleagues who provide suggestions for the implementation of your service. You can also express your appreciation for the financial assistance you received, in completing this service process. There needs to be more training assistance in digital marketing, especially in applying graphic illustration designs to promote and sell products that can attract wider consumer interest.

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