DESIGN OF PAWSTORY INDONESIA CLOTHING BRAND TO GAIN AWARENESS OF BALI LOCAL DOGS
A Detailed Look of How Clothing Brand Works as Medium of Social Problem

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Abstract

Bali Local Dogs are one of the original species from Bali island. Based on the journal of BMC Genomic Data, they have been existed since 12,000 years ago. They used to have an important role in Balinese culture. There are a traditional literature called Lontar Carcan Asu in which written related to the dogs character. The existence of Bali Local Dogs is now slowly decreasing valued by society. The purpose of this design is to to increase public awareness of Bali Local Dogs through clothing brand named Pawstory. The products such as t-shirt, bucket hat, tote bag, and dog scarf. It uses qualitative methods by collecting primary and secondary data. Primary data obtained by interviews, questionnaires, data regarding history Bali Local Dogs. Secondary data is from journals, literature, also documentation data of the Bali Local Dog. All data then analyzed using the 5W1H and SWOT methods. The results are obtained that it is important to increase public awareness for Bali Local Dogs. By introducing the character as the original dog from Bali. Thus, the existence of the Bali Local Dogs can be considered important because of its true nature they are living beings who need love and a proper life.

Keywords: bali local dogs, clothing brand, pawstory indonesia, lontar carcan asu

INTRODUCTION
Bali Local Dog
A Basic Understanding

Bali Local Dog or Bali Dog is one type of animal native to the island of Bali. Based on research from the journal BMC Genomic Data, the existence of the Bali Local Dog breed is estimated to exist since 12,000 years ago. This then makes the Bali Local Dog as one of the oldest dog breeds in the world. Along with its development, the Bali Dog also has an important role in Balinese culture. People in Bali have always owned and kept at least 2-3 dogs in their homes. Dogs are considered loyal animals and are used as guard creatures by their masters.

There is a traditional writing called Lontar Carcan Asu in which are written calculations related to the physical characteristics and character of the dog. The ejection divides the nature of dogs into 5, namely;

- **Guna.** Useful characters for many benefits.
- **Jaya**. A dog nature that likes to be powerful.
- **Paksa.** An aggressive and likes to barks.
- **Ketek**. Aa dog with a dirt-digging nature.
- **Kiul**. A lazy dog nature (Arioka, 2015). From this, the native Bali Local Dog has become one of the important creatures in human life since a long time ago.

Decreasing Existance

However, the existence of the Bali Local Dog is now starting to be less appreciated. Many people prefer purebred dogs because their physique is considered more attractive than Bali Local Dogs. This then caused many dogs to be abandoned and

abandoned by their owners on the streets. Neglect has led to an explosion in Bali's dog population. Until 2008 there was a rabies outbreak that infected many mongrel dogs. The outbreak brought changes to the existence of Bali Local Dogs which are considered dangerous because they can transmit rabies to humans. Bali dogs also experience discrimination in the form of poisoning, beatings, and murder. The existence of abandoned or stray Bali Local Dogs sometimes makes people uncomfortable.

Violence and loss of life, especially in Balinese Native Dogs, still often occur. This situation is based on a lack of empathy and affection from humans for Balinese Dogs. If this action continues, the Bali Local Dog can experience extinction and its characteristics as an ancient dog can be lost.

Clothing Brand as Problem Solving

The purpose of the clothing brand designed is to introduce the characteristics of the Bali Local Dog as a native dog from the island of Bali. Another goal is to increase public awareness and awareness of Balinese Native Dogs. The brand name to be used is Pawstory. The name Pawstory itself was inspired by the word paw which means the soles of animal feet and story or story. Like a foot that records the long history and story of the Bali Local Dog for thousands of years. Therefore, Pawstory wants to invite people to appreciate and love the Bali Dog as an ancient animal from the Island of the Gods. The choice of clothing brand itself because the nature of the products produced is flexible and can reach the public directly. The Pawstory products are t-shirts, tote bags, bucket hats, and dog scarves.

In terms of target audience, the Pawstory brand is aimed at people aged 20-35 years. This circle was chosen because it is more in accordance with the variant type of brand product. In addition, these circles are

expected to be the main movers in efforts to reduce violence against Bali Local Dogs. Hopefully, Pawstory brand products can also be a souvenir option from Bali. So, the delivery of the message is not limited to local communities. However, domestic and international tourists can also support the preservation of the Bali Local Dog.

RESEARCH METHOD
The Research Method
➢ **Primary data.**

The form of questionnaire data and interviews with target audiences and communities who will be invited to collaborate data which includes history, characteristics, Bali Local Dogs, survey data to product printing places. While

➢ **Secondary data**.

Journal data, news, literature related to Bali Local Dogs, and documentation of Balinese Dogs as a visual reference for illustration designs.

The Data Collection Technique
➢ **The first stage is an interview**.

Interview with the Bali Local Dogs community. The interview was conducted by asking two communities named I Rescue Bali Dogs and The Bali Dog who are engaged in saving Bali Local Dogs. The interview will be conducted with a direct community visit system I Rescue Bali Dogs. While an interview with an online system with The Bali Dog.

➢ **The second stage uses a questionnaire.**

It is distributed to the target audience of Pawstory Indonesia. The questionnaire is in the form of questions about Bali Local Dogs to the target audience and related parties such as the I Rescue Bali Dog community. This is to see the knowledge of the target audience and look for opportunities for educational materials that will be presented to the brand. In

addition, additional information is needed based on field data related to Bali Local Dogs from the community as research material.

➤ **The third stage is by making observations.**

Things that will be observed are t-shirt printing places, tote bags, and dog scarves. Observation will be conducted in the Surabaya City area. As well as comparing print prices and other additional cost estimates.

➤ **The fourth and final stage is to do documentation.**

Documentation is done to store visual data when visiting the community and surveying the printing place. In addition, online documentation is also carried out to store data obtained digitally.

The Instruments or tools in data collection.

Software in the form of Microsoft Word will be used to compile observation data. Then, design software such as Adobe Illustrator, and Procreate are used to design design design illustrations. Then, a camera is needed to take photos during observation and mockup of the Pawstory's products.

The data analyzed

➤ **The first method is with 5W1H analysis.**

The method helps the author to analyze the data through questions what, when, where, why, who, and how. These questions are what, when, where, why, who, and how. This method will help the author in clarifying and sharpening the concept of business innovation. The data analyzed by this method came from observations and questionnaires.

➤ **The second method is SWOT analysis.**

The method consists of strength, weakness, opportunities, and threats. Through this analysis, the author can create a clothing brand that suits the wishes of the target audience.

FINDING(S) AND DISCUSSION
Lontar Carcan Asu

Lontar is a traditional written work of Balinese people. Lontar is written by carving using a special knife on palm leaves or dried palm leaves. To make the writing look clear, the carving will be smeared with black burnt candlenut. The burnt candlenut serves as a natural ink. Regarding Lontar Carcan Asu, the author made observations via the internet and came directly to the Gedong Kirtya Singaraja museum to see a copy of the lontar.

Lontar Carcan Asu was written by Nang Bindil who came from Marga area, Tabanan, Bali. The lontar contains Balinese Kampung Dog characters namely Guna, Jaya, Paksa, Ketek, and Kiul written in Old Javanese. The purpose of the paper is to assist the public in determining the physical characteristics of dogs and suitable characters as needed.

Community Data in Partnership with Pawstory Indonesia

➤ **I Rescue Bali Dogs.**

A non-profit community built by Robin Limbourg in 2019 on the island of Bali. The purpose of the founder of the community is to carry out rescues, caring for abandoned Bali Local Dogs. In addition, I Rescue Bali Dogs helps dogs that are sick and in need of medical care with the help of donations. Other things that are done are vaccinations, strerilisation, and treatment of dogs so as not to cause more severe disease. I Rescue Bali Dogs also educates local people about Bali Dogs. Finally, they also focus on keeping the Bali Local Dogs population from increasing and overpopulated.

➤ **The Bali Dog.**

An organization engaged in rescue efforts, public education about Bali Dog care, and conducting online fundraising. The founder of The Bali Dog community is Lena Moral Wald Meier who started building her community since she was in college. The community has a main media, namely Instagram @thebalidog. After one year of the establishment of The Bali

Dog community, Lena then registered her community as an NGO (Non Governmental Organization) in Spain. The Bali Dog collaborates with other Bali Local Dogs communities by distributing food and taking an educational approach. The activity is based on the owner's belief in "human animal relationship". So not only helping animals but also helping people and people living in the area.

Target Market Questionnaire Results

As many as 84% of respondents chose T-shirts, then 62% chose tote bags, and 36% of respondents chose hats. As many as 89.8% of respondents made comfortable materials, then 67.3% chose screen printing not easy to fade, and as many as 57.1% chose strong and durable. As many as 51% of respondents chose a minimalist front view design quote.

Figure 2.1 Front View T-Shirt

As many as 42.9% of respondents chose the 50:50 rear view design of writing + images.

Figure 2.2 Back View T-Shirt

As many as 46.9% of respondents chose the outline design style.

Figure 2.3 Outline Design

As many as 61.2% of respondents online media. As many as 73.5% of Instagram media respondents (Official account, Instagram ads, Reels, Endorsement). As many as 59.2% of TikTok media respondents.

5W1H Pawstory Indonesia Analysis

- **What.** There is a problem that many Bali Local Dogs are discriminated against, and and less apreciated making the population uncontrolled and their existence less considered disturbing by the society.
- **Who.** People who live the island of Bali both Indonesian citizens and foreign nationals that live surrounded Bali Dogs.
- **Why.** This situation can occur due to an overpopulation of Bali Local Dogs. Thus, it is often considered a dangerous wild animal. Therefore, Bali Dogs are not considered special and are less desirable by the public. In addition, the community is also less concerned about the existence of Bali Local Dogs around.
- **When.** This phenomenon began to occur allegedly since before the rabies outbreak attacked the island of Bali. Many stray dogs are wild and infected with the virus. Since then, people have stigmatized Bali Local Dogs as dangerous.
- **Where.** This phenomenon occurs on the island of Bali both in urban and rural areas.
- **How.** This phenomenon can occur due to fear and lack of care by the community. In

addition, the entry of dogs with other breeds also shifted the popularity of the Bali Local Dogs. The animal is considered less attractive in terms of its characteristics than other dog breeds.

Pawstory Indonesia SWOT Analysis

- **Strength.** It is a local clothing brand with the theme of social problems that have long existed on the island of Bali. It is a local clothing brand that participates in tackling Balinese Kampung Dogs through the communities they work with.
- **Weakness.** Do not have a fixed capital and source of investment. The amount of production is still limited and not much.
- **Opportunity.** Local clothing brands with new and becoming concepts can be an attractive point for potential target markets. People can also feel the benefits of buying products because part of the proceeds are given to the community.
- **Threat.** The emergence of competitors with the same concept as Pawstory. The price of raw materials and production costs can increase at any time.

Pawstory Indonesia Products

Figure 2.4 Guna's T-shirt

The illustration in the episode Guna depicts the figure of the Bali Local Dog as a loyal and loving guard for the owner.

Figure 2.5 Jaya's T-shirt

The illustration in the Jaya episode depicts the figure of a sweet, and friendly Bali Local Dog

Figure 2.6 Paksa's T-shirt

The illustration in the episode Paksa depicts the figure of a Bali Local Dog who likes to bark as a form of protection for his territory.

Figure 2.7 Ketek's T-shirt

The illustration in the Ketek episode depicts the figure of a Bali Local Dog who likes to dig the ground as a form of play and release his energy.

Figure 2.8 Kiul's T-shirt

The illustration in the episode Paksa depicts the figure of a Balinese Local Dog who spends more time relaxing and passive.
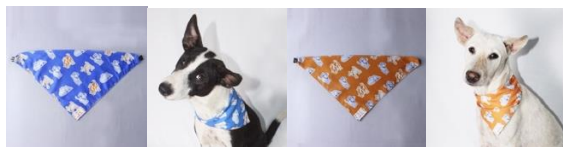
Figure 2.9 Pawstory's Tote Bags

Figure 2.10 Pawstory's Bucket Hats

Figure 2.11 Pawstory's Dog Scarfs

CONCLUSION(S)

Pawstory Indonesia has a concept and main theme of raising the uniqueness of the character of the Balinese Local Dog. Products from Pawstory are t-shirts, tote bags, bucket hats, and dog scarves, all of which are inspired by the writing on Lontar Carcan Asu. The clothing medium itself is a lifestyle product to facilitate the dissemination of information through products that can be used daily.

After carrying out the marketing, promotion, and sales process, ideas, suggestions, and evaluations are obtained from the target audience. Pawstory can also develop with ideas, input, and evaluations related to products and content from the audience. The existence of ideas, input, and evaluation from the audience shows their concern for Bali Local Dogs and for the Pawstory brand.

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