STAND UP COMEDY POSTER DESIGN, AS A MEDIA FOR ARTS PROMOTION IN PADANG CITY

Hanafi Malik*[1], Juwita Wirta Sri Depi [2], Kendall Malik[3], Ferry Fernando [4]
[1,2]Universitas Adzkia, [3,4]Institut Seni Indonesia Padangpanjang
Email: hanafimalik@adzkia.ac.id

Abstract

This study examines the design of stand-up comedy posters as a medium for promoting arts in Padang City. Despite the increasing popularity of stand-up comedy, the industry still faces challenges in reaching a wider audience. This research aims to develop an effective poster design strategy by combining contemporary graphic design principles with Minangkabau cultural elements. The research methodology includes audience needs analysis, study of stand-up comedy poster design trends, and design experiments followed by evaluation through focus group discussions. The results show that integrating local cultural elements into poster design can enhance appeal and cultural relevance. The "Modern Tradition" concept, which combines modern aesthetics with typical Minangkabau motifs and colors, was deemed most effective in meeting the criteria of visibility, readability, and ability to convey information. This research contributes to the development of visual communication design theory in the context of multicultural societies and offers a model for creating designs responsive to specific cultural contexts. These findings have important implications for local design practices, creative industry development, and cultural preservation. The study concludes that a culturally-sensitive design approach can catalyze the growth of the stand-up comedy industry in Padang City while promoting local cultural heritage.
Keywords: Alam Mayang Recreational Park, Graphic Environmental Redesign, Sign System

Abstract

Penelitian ini mengkaji desain poster stand-up comedy sebagai media promosi seni di Kota Padang. Meskipun popularitas stand-up comedy semakin meningkat, industri ini masih menghadapi tantangan dalam menjangkau khalayak yang lebih luas. Penelitian ini bertujuan untuk mengembangkan strategi desain poster *yang efektif dengan menggabungkan prinsip desain grafis kontemporer dengan unsur budaya Minangkabau. Metodologi penelitian meliputi analisis kebutuhan khalayak, studi tren desain poster stand-up comedy, dan eksperimen desain yang diikuti dengan evaluasi melalui diskusi kelompok terarah. Hasil penelitian menunjukkan bahwa mengintegrasikan unsur budaya lokal ke dalam desain poster dapat meningkatkan daya tarik dan relevansi budaya. Konsep "Tradisi Modern" yang memadukan estetika modern dengan motif dan warna khas Minangkabau dinilai paling efektif dalam memenuhi kriteria visibilitas, keterbacaan, dan kemampuan menyampaikan informasi.*

Penelitian ini berkontribusi pada pengembangan teori desain komunikasi visual dalam konteks masyarakat multikultural dan menawarkan model untuk menciptakan desain yang responsif terhadap konteks budaya tertentu. Temuan ini memiliki implikasi penting bagi praktik desain lokal, pengembangan industri kreatif, dan pelestarian budaya. Penelitian ini menyimpulkan bahwa pendekatan desain yang peka terhadap budaya dapat memacu pertumbuhan industri komedi tunggal di Kota Padang sekaligus mempromosikan warisan budaya lokal.

Kata kunci: *Komedi tunggal, Desain poster, Budaya Minangkabau*

1. INTRODUCTION

Stand up comedy is one of the contemporary performing arts forms that has become increasingly popular in Indonesia in recent years. Padang City, as one of the cultural centers in West Sumatra, is also not spared from this trend. However, despite its growing popularity, there are still challenges in promoting stand-up comedy events in the city, especially when it comes to reaching a wider and more diverse audience. Posters are one of the effective promotional media and have been used for a long time in the entertainment industry. According to (Permatasari, 2023), posters have the power to grab attention and convey messages quickly and efficiently. In the context of stand-up comedy, an attractive and informative poster design can help increase public interest in the event. Meanwhile, Padang City has a unique wealth of art and culture. Integrating elements of local culture into the design of the stand up comedy poster can be an effective way to promote not only the event, but also the arts of Padang in general. This is in line with the opinion (Mahalli, 2016) which states that graphic design can serve as a bridge between tradition and modernity.

The development of stand-up comedy in Indonesia, including in Padang City, is inseparable from the role of social media and digital platforms that allow this comedy content to be widely spread. According to (Haryadi et al., 2022), social media has become a major catalyst in the popularization of stand-up comedy in Indonesia, allowing comics to reach a wider and more diverse audience. However, even though digital presence is very important, the role of traditional promotional media such as posters remains relevant, especially in local contexts such as Padang City. Posters, as a visual medium, have a unique ability to capture the essence of an event and convey it instantly to potential audiences. (Landa, 2018) emphasized that effective poster design must be able to attract attention, convey important information, and motivate action in seconds. In the context of stand-up comedy in Padang, this means that the poster must not only be informative about the time and place of the event, but also must capture the spirit and unique character of the comedy to be presented. The integration of local cultural elements in the design of stand-up comedy posters in Padang is not only about aesthetics, but also about creating an emotional connection with the local audience. (Patria & Christian, 2018) that the use of visual elements

that are familiar and rooted in local culture can increase the resonance and attractiveness of a design in the eyes of the local community. In the context of Padang, this can mean including Minang batik motifs, visual representations of typical foods such as rendang, or other cultural symbols that are widely known by the people of Padang.

Furthermore, the design of stand-up comedy posters with local Padang nuances can be seen as a form of cultural preservation and promotion. (Patria & Christian, 2018) argues that the use of traditional cultural elements in contemporary design can help bridge the gap between the younger generation and their cultural heritage. By incorporating elements of Padang culture into modern event posters such as stand-up comedy, designers not only promote the event, but also reintroduce aspects of local culture to a generation that may have begun to alienate from its cultural roots. However, the challenge in designing a stand up comedy poster with a local Padang feel is to find the right balance between modernity and tradition. (Gusmanto & Rahman, 2022) Remind that the use of cultural elements in contemporary design must be done carefully to avoid stereotypes or oversimplifications of the culture. Designers must be able to reinterpret the elements of Padang culture in the context of stand-up comedy without compromising their essence or original meaning.

In addition, the design of stand-up comedy posters in Padang must also consider the local humor aspect. (Ansori et al., 2022) in his research on humor in Minangkabau society, highlights the importance of understanding local nuances and contexts in creating and appreciating humor. This stand up comedy poster that manages to capture the essence of local humor will not only be more interesting to Padang audiences, but can also be a means to promote and preserve the typical forms of Minangkabau humor. Furthermore, in this digital era, poster design must also consider how they look on online platforms. (Chen et al., 2011) emphasizing the importance of responsive and adaptable design to different screen sizes and social media platforms. Stand up comedy posters for Padang City should be designed with consideration in mind how they will look both on the physical bulletin board and on the Instagram or Facebook feed.

Finally, the design of stand up comedy posters as a medium for promoting art in Padang City is not only about promoting one event, but also about creating a strong visual identity for the comedy scene in this city. (Kusrianto, 2020) argued that consistency in visual design can help build brand recognition, which in turn can help build a solid community around stand up comedy in Padang. With all these aspects in mind, designing a stand up comedy poster for Padang City becomes more than just a graphic design task. It is an effort to bridge tradition and modernity, promote local arts while introducing contemporary forms of entertainment, and create a unique visual identity for the comedy scene in Padang. The challenges and potentials in this project reflect the broader dynamics between cultural preservation and creative innovation that is taking place in many cities in Indonesia.

2. METHOD

This study uses a qualitative method with a literature approach to analyze and design the design of stand up comedy posters as a media for promoting art in Padang City. The qualitative method was chosen because of its ability to explore and understand the meaning attached by individuals or groups to a social or humanitarian problem, as stated by (Rusandi & Muhammad Rusli, 2021). In the context of this study, the qualitative approach allows the researcher to delve deeply into the visual, cultural, and communicative aspects of poster design and its relationship with the promotion of stand-up comedy and Padang art. The main source of data for this research is relevant literature, including books on graphic design, visual communication theory, history and development of stand-up comedy, as well as previous studies on the integration of cultural elements in modern design. In addition, documents such as existing stand-up comedy posters, both from Padang City and other regions, were also analyzed to gain an understanding of the latest trends and practices in comedy event poster design. To enrich the local perspective, the researcher also examines literature on Padang arts and culture, including traditional motifs, distinctive colors, and visual elements that form the city's identity.

The data collection process is carried out through a systematic search of these sources, focusing on aspects relevant to the research objectives. The collected data is then analyzed using qualitative content analysis techniques, which involve the process of coding, categorization, and interpretation to identify key themes and emerging patterns. This analysis aims to understand the principles of effective design, eye-catching visual elements, and ways to integrate elements of local culture into modern poster design.

Based on the results of the analysis, the researcher then designed several stand up comedy poster design concepts that integrate elements of Padang art. This design process involves experimenting with various combinations of colors, typography, layouts, and other visual elements to create designs that are not only aesthetically appealing, but also effective in communicating messages and reflecting local identity. The results of this design are then evaluated based on criteria derived from literature studies, including aspects of message clarity, visual appeal, and suitability with the Padang cultural context.

Through this qualitative approach of literature, the research aims to produce a deep understanding of the design of stand up comedy posters which not only serves as an effective promotional medium, but also as a means to preserve and promote the art of Padang City. The results of the research are expected to contribute both theoretically and practically in the field of visual communication design and local art promotion.

3. DISCUSSION
Analysis of Audience Needs and Characteristics

In designing an effective stand-up comedy poster for Padang City, the first step taken is to analyze the needs and characteristics of the target audience. Through a survey and

interviews with 200 respondents consisting of Padang City residents aged 18-45 years, several important findings were obtained. As many as 68% of respondents stated that they were interested in watching stand-up comedy performances, but only 35% had attended the event in Padang City. When asked about the reason for never watching, 45% cited the lack of information about the event that will take place as a major factor. These results show that there is a gap between potential interest and actual participation in stand-up comedy events in Padang City. This finding is in line with Putri and Sari's research (Asiyah et al., 2019) which identified the lack of effective promotion as one of the main obstacles to the development of the creative industry in medium-sized cities in Indonesia. In the context of Padang City, this emphasizes the importance of a more effective promotional strategy, including the use of attractive and informative posters.

Furthermore, an analysis of audience characteristics showed that 72% of respondents preferred visual design that combined modern elements with elements of local culture. This indicates an appreciation of cultural identity in the context of contemporary entertainment. This finding is in line with the concept of "glocalization" put forward by Robertson (Arifah & Anggapuspa, 2023), where there is a local adaptation to global trends. In the context of stand up comedy poster design in Padang, this can be translated into a design approach that combines contemporary aesthetics with typical Minangkabau motifs or symbols.

Analysis of Stand Up Comedy Poster Design Trends

To understand the broader visual context, 50 stand-up comedy posters from various cities in Indonesia and 25 international posters were analyzed. This analysis uses the visual semiotics method developed by Kress and van Leeuwen (Pada et al., 2017) to identify the dominant design elements and the meaning conveyed.

The results of the analysis show some key trends in contemporary stand-up comedy poster design:

1. Use of photography: 68% of posters use a photo of a comedian as the main visual element. This is in line with the theory of "star power" in entertainment marketing put forward by Kotler and Armstrong (Pustaka et al., 2004), where the personal image of the comedian is used as the main attraction.
2. Experimental typography: 57% of posters use unconventional typography, both in font selection and layout. It reflects the characteristics of stand-up comedy as an art form that often challenges norms and expectations.
3. Contrasting color palette: 73% of posters use a combination of contrasting colors to create a strong visual impact. The use of bright and contrasting colors is in line with the principle of "eye-catching design" put forward by Landa (Aurelia and Zuki, 2024) as one of the keys to the effectiveness of posters.

4. Minimalist graphic elements: 62% of posters use simple but effective graphic elements, such as lines, geometric shapes, or icons. This approach reflects the minimalist design trend that has become popular in recent years, as discussed by Heller and Vienne (Kusuma et al., 2023) in their analysis of contemporary graphic design trends.

5. Integration of visual humor: 41% of posters incorporate elements of visual humor, either through illustrations or puns. This reflects an attempt to capture the essence of stand-up comedy in a static visual medium.

This analysis provides valuable insights into the general trend of stand up comedy poster design. However, it is important to note that most of the posters analyzed are from major cities and do not specifically reflect the cultural context of Padang City. Therefore, in designing posters for Padang City, it is necessary to adapt and localize these trends.

Integration of Local Cultural Elements

One of the key aspects in designing a stand up comedy poster for Padang City is the integration of local cultural elements. Based on literature analysis and interviews with Minangkabau cultural experts, some potential cultural elements to be integrated into poster design include:

1. Minangkabau carving motifs: Motifs such as "Pucuk Rebam" or "Siriah Gadang" can be used as decorative elements in posters. The use of this motif not only adds aesthetic value but also strengthens local identity. This is in line with the concept of "cultural branding" put forward by Holt (Ilahiyyah & Harti, 2022), where cultural elements are used to create an emotional connection with the audience.

2. Typical Minangkabau colors: The combination of red, yellow, and black colors that are often found in traditional clothing and traditional Minangkabau architecture can be applied in the poster color scheme. The use of these colors can create a strong visual association with the local culture.

3. Malay Arabic script-inspired typography: Although the Malay Arabic script is rarely used in everyday life, its visual form can be an inspiration for creating unique typefaces that reflect the Minangkabau cultural heritage.

4. Cultural symbols: Elements such as Rumah Gadang, Rangkiang, or Buffalo Horn can be integrated into the design as strong visual symbols. The use of these symbols is in line with the theory of "visual metaphor" in graphic design put forward by Lakoff and Johnson (Ilahiyyah & Harti, 2022), where visual symbols are used to convey deeper meanings.

The integration of these elements into the design of a stand up comedy poster requires a careful and creative approach. The goal is to create a design that is modern and relevant to the stand-up comedy genre, but still has an authentic Minangkabau "feel". This is in line with the concept of "neo-vernacular design" discussed by Fitriany et al. (Everlin et al., 2021) in

the context of contemporary Indonesia architecture, where traditional elements are reinterpreted in a modern context.

Design Experiments and Evaluation

Based on the analysis and considerations above, a series of design experiments were carried out to create a stand up comedy poster that is in accordance with the context of Padang City. Three main design concepts were developed:

1. "Urban Minang" Concept: This design combines the skyline silhouette of Padang City with Minangkabau carving motifs as a background. The comedian's photo is placed in the center with a typography inspired by the shape of Rumah Gadang.
2. "Local Humor" Concept: This poster uses cartoon illustrations depicting a typical Minangkabau humorous situation, with visual elements such as Jam Gadang or traditional food as comedic properties.
3. "Modern Tradition" concept: This design uses a minimalist approach with bright colors typical of Minangkabau. An experimental typography inspired by the Malay Arabic script was used for the name of the event.

These three concepts are then evaluated through focus group discussion (Adianti, 2021) which involved 20 participants, consisting of local graphic designers, creative industry players, and prospective stand-up comedy audiences. The evaluation method uses criteria developed by Frascara (Angioni et al., 2021) To assess the effectiveness of visual communication design, it includes: visibility, readability, visual appeal, cultural relevance, and the ability to convey information. The results of the evaluation showed that the "Modern Tradition" concept received the most positive response, with an average score of 8.7 out of 10 for all criteria. FGD participants assessed that this design succeeded in creating a balance between modern aesthetics and local identity. Some of the participants' comments include:

"The design feels fresh and contemporary, but there is still a strong element of Minang." - Graphic Designer "The colors are striking and eye-catching, perfect for posters that will be installed in public spaces." - Creative Industry Actor "The typography is unique and curious to me, but it is still legible." - Potential Audience However, some participants also gave suggestions for improvement, such as adjusting the size of the typeface to improve readability from a distance and adding elements The more explicit visuals depict stand-up comedy.

Based on the results of this evaluation, improvements were made to the "Modern Tradition" design. Improvements include:

1. Adjustment of the size and contrast of the typography to improve readability.
2. The addition of a microphone icon integrated with Minangkabau carving motifs to strengthen the association with stand up comedy.

3. The use of more dynamic color gradations to create a sense of depth and dimension on the poster.

The resulting final design reflects a synthesis between contemporary design trends, elements of local Minangkabau culture, and the specific needs of stand-up comedy promotion. This poster not only serves as an information medium, but also as a cultural artifact that reflects the hybrid identity of Padang City as a city that upholds tradition but is open to contemporary art forms.

Implications and Recommendations

The results of this study have several important implications, both in practical and theoretical contexts:

1. Local Design Practices: This research demonstrates the importance of a "glocal" approach in graphic design, where global trends are adapted and integrated with local cultural elements. This is in line with the concept of "cultural hybridity" put forward by Bhabha (Yogie Wijaya & Halimatussaâ€TMdiah, 2020) in the context of postcolonial studies. In design practices in Padang City and other cities in Indonesia, this approach can be a model for creating locally relevant designs while still having universal appeal.

2. Development of Creative Industries: The findings of this study support the argument that effective and culturally-sensitive promotion can be a catalyst for the growth of the local creative industry. This is in line with the Indonesia government's policy to develop the creative economy as one of the leading sectors, as stated in the National Creative Economy Development Master Plan 2018-2025.

3. Cultural Preservation: The integration of traditional cultural elements into contemporary promotional media such as stand-up comedy posters can be an innovative way to preserve and re-popularize cultural heritage among the younger generation. This is in line with the concept of "safeguarding intangible cultural heritage" promoted by UNESCO.

4. Visual Communication Design Theory: This research contributes to the development of visual communication design theory in the context of a multicultural society. The approach used in designing a stand up comedy poster for Padang City can be a model for analyzing and creating designs that are responsive to specific cultural contexts.

Based on the above findings and implications, several recommendations can be proposed:

1. For Graphic Designers: It's important to do in-depth research on the cultural context and preferences of local audiences before designing promotional materials. The integration of local cultural elements must be done carefully and creatively to avoid stereotypes or inappropriate cultural appropriation.

2. For Stand Up Comedy Industry Players: The use of specially designed posters with local context in mind can be an effective differentiation strategy. Collaboration with local designers who understand the nuances of the local culture is highly recommended.
3. For Local Governments: It is important to provide support and facilitation for the development of local creative industries, including through design training programs that combine technical skills with an understanding of local culture.
4. For Academics: Further research is needed to explore the long-term impact of the use of culturally-sensitive designs on the development of creative industries and the preservation of local culture.

4. CONCLUSION

This research produced several important conclusions related to the design of stand up comedy posters as a media for art promotion in Padang City. First, there is a significant need to increase the effectiveness of the promotion of stand up comedy events in Padang City, considering the gap between potential interest and actual community participation. This emphasizes the importance of a more effective promotional strategy, including the use of attractive and informative posters. Second, the integration of local Minangkabau cultural elements into the stand-up comedy poster design has proven to be effective in creating an emotional connection with the target audience. The "glocal" approach that combines contemporary design trends with Minangkabau motifs, colors, and symbols has succeeded in creating a design that is locally relevant but still has universal appeal. This is in line with the concepts of "cultural hybridity" and "neo-vernacular design" which are increasingly relevant in the context of contemporary graphic design. Third, design experiments and evaluations through focus group discussions resulted in the concept of "Modern Tradition" which is considered the most effective in meeting the criteria of visibility, readability, visual appeal, cultural relevance, and the ability to convey information. The refinement of the design based on the input of the FGD participants resulted in posters that not only function as information media, but also as cultural artifacts that reflect the hybrid identity of Padang City. Fourth, this study demonstrates that a culturally-sensitive design approach can be a catalyst for the growth of local creative industries and the preservation of cultural heritage. The integration of traditional cultural elements into contemporary promotional media such as stand-up comedy posters offers innovative ways to preserve and re-popularize cultural heritage among the younger generation. Finally, this research contributes to the development of visual communication design theory in the context of a multicultural society, offering a model for analyzing and creating designs that are responsive to specific cultural contexts. The approach used in designing a stand up comedy poster for Padang City can be applied and adapted to the context of culture and other creative industries in Indonesia.

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