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Designing Distro T-shirts as an Effort to Develop the Creative Entrepreneurship Potential of Teenagers

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ABSTRACT

This study examines the increasing significance of creative entrepreneurship among adolescents by concentrating on distro T-shirt design as a strategic mechanism for its advancement. Distro T-shirts were selected due to their substantial market attractiveness and potential as a vehicle for creative expression with considerable economic significance within the youth demographic. The research was carried out at Second Eight, a community dedicated to nurturing young talent in graphic design and local fashion entrepreneurship. A qualitative methodological approach was adopted, drawing on data from observations of contemporary design trends, comprehensive interviews with distro business proprietors, and an extensive literature review regarding creative entrepreneurship. The results indicate that T-shirt designs that incorporate elements of local identity, social issues, and youth culture can effectively foster engagement and interest in the creative business realm among adolescents. This process not only refines graphic design abilities but also develops skills in digital marketing and independent business management. The study's SWOT, IFAS, and EFAS analyses further reveal that, despite obstacles such as constrained financial resources and managerial expertise, the brand retains substantial internal strengths and external opportunities for prosperity. In conclusion, the design of distro T-shirts functions as an effective pedagogical instrument for character formation, innovation, and economic empowerment, ultimately nurturing a new generation of creative, autonomous, and sustainable entrepreneurs. This research illustrates a feasible model for leveraging youth creativity to stimulate local innovation and enhance the growth of the creative economy in Indonesia.

INTRODUCTION

Distro T-shirts are an effective tool for attracting the interest of teenagers, especially since T-shirts are one of the most flexible, casual, and everyday-appropriate types of clothing for teenagers. The appeal and

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market value of the product can be enhanced by using illustrations that align with current trends and the visual style of teenagers, such as dark art. T-shirts are not only used as fashion items but can also support the growth of local SMEs through unique design approaches and effective digital promotions (Ariyani et al., 2024). Therefore, designing distro t-shirts can serve as a means to cultivate creative entrepreneurship potential among teenagers.

A number of studies have shown that the creative industry plays an important role in developing the entrepreneurial spirit of the younger generation. The creative industry in fashion includes the T-shirt distribution industry. Many companies today function as distributors of clothing for various people. With so many clothing stores, customers have many choices. Of course, to survive in this business, you must develop the right strategies that meet the needs and desires of customers (Fatah et al., 2021). By combining graphic design elements with entrepreneurial skills rooted in the creative industry, distro t-shirt design can help teenagers learn to become creativepreneurs. The process of visual research, investigating local identity, and applying design to high-value t-shirt media are all part of this effort. T-shirts, as a medium of expression for teenagers, are considered capable of attracting the market and fostering financial independence from a young age (Prameswari et al., 2024). As teenagers, they possess remarkable creative abilities. Children and teenagers have different levels of creativity. Creative children sometimes exhibit characteristics of independence in thinking, weighing options, and daring to express different opinions (Lestari et al., 2023). Being innovative in design is one of the main goals. Distro strives to create unique and distinctive t-shirt designs that reflect the brand's innovation and uniqueness. As part of the creative industry, this product aims to support and collaborate with local creative communities, with the hope of collaborating with designers, artists, and other creators to expand market reach (Katuruni et al., 2024). Creativepreneurship is a term referring to an individual's ability to create a business based on creativity. (Rahmawati et al., 2023).

This study aims to design T-shirts according to the unique character and needs of teenagers, while at the same time supporting their creative entrepreneurial potential. The study was conducted at Second Eight, an active community of teenagers involved with graphic design and local fashion enterprises. This study followed a qualitative approach to design as its methodology. Data collection was done through observing design trends, interviewing distro business owners, and a critical literature review. The future contribution to this research is the creation of T-shirt designs not only aesthetically pleasing to teenagers but equally helpful to sustainable creative entrepreneurship.

LITERATURE REVIEW

T-shirt Design in the Creative Industry

With fashion being a rapidly changing field, t-shirt design can be termed as a type of graphic artistry working as an industry and as a way to communicate values, identity, and personal expression. As a part of this context, there is an increasingly large connection with sustainable procedures being implemented at the design and production stages involved with t-shirts. This move is based on the significant environmental implications materials and modes of manufacture have. Temizel-Sekeryan et al. (2021) found that clothes made using nanotechnology, such as nano-silver, have a significant environmental effect throughout their full lifecycle. As a result, using greener materials and modes of manufacture has become an overarching element of modern t-shirt design. Horn et al. (2023) emphasize that by considering aspects of recycling and energy efficiency, circularity strategies in t-shirt design support the circular economy and extend the product's lifespan. This makes t-shirt design an important part of the shift toward a more responsible fashion industry.

Distros as Distribution Channels for Creative Works

Among Indonesian teenagers, distros, or distribution stores, are an alternative way to market independent fashion products. Distros are effective places to distribute unique fashion items, especially T-shirts, because they support creative ideas and encourage creativity among young creators. In a qualitative study conducted by Rahman et al. (2021) on distros in Sumenep Regency, it was found that by using a community-based approach and social media, distros can build customer loyalty. Distro business owners can use social media as an important tool to market digital products, expand their customer network, and build brand image. It is even said that the role of social media is very important in strengthening the position of fashion SMEs in modern market competition.

Teenagers and Creative Potential in the Fashion World

Teenagers are always active and receptive to new ideas and fashions. As fashion is a very strong vehicle for personal expression through individually tailored clothes during adolescence, this opportunity has enormous potential for innovation and productivity. Experiments by Jirana et al. (2025) conducted using

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community service programs showed that teenagers who are trained to work with recycled materials and create T-shirt designs using the jumputan technique can improve their creative capacities and develop an environmental conscience. The results by this program indicated that trained teenagers did not only succeed in producing a range of products but also appreciated creativity from a commercial point of view.

Creative Entrepreneurship as a Model for Youth Entrepreneurship

Creativity, innovation, and originality are considered to be the key pillars of entrepreneurship known as creative entrepreneurship. For an industry like fashion, creative entrepreneurs are capable of creating further value from their products through unique designs, stories, and marketing techniques. Custom-designed print T-shirts are one type of product that can be utilized by aspiring entrepreneurs. Fauzi et al.'s (2024) research shows that t-shirt printing micro, small, and medium enterprises (MSMEs) formed by students are a strategic move to enhance the capacity of the creative economy in university campuses through holistic training involving the phases of designing and producing products and their marketing stages. The findings from these activities show an improvement in the skills and entrepreneurial activities of students. Moreover, Casciani et al.'s (2022) research explored digital transformation during its occurrence inside the fashion business and summarized its findings by stating that technology advancement has made it possible to create new business modes based upon innovation, cooperation, and new ideas. Increasingly, young creative entrepreneurs are using business modes like pre-orders, open designing, and digital campaigns for promoting and showcasing their products efficiently and relevant to the present marketplace scenario.

METHODOLOGY

Another example subsection heading

The research method used in this study was a qualitative design approach. The research was conducted directly at Second Eight, a place where interest in graphic design and fashion entrepreneurship thrives. The research process began with field observations to identify the interests and design characteristics preferred by teenagers, as well as their clothing style preferences. Next, the researcher conducted in-depth interviews with the Owner and Graphic Designer of Second Eight, as well as two local distro business owners who serve as informants with direct understanding of the teenage t-shirt market. The collected data was then qualitatively analyzed to identify relevant and appealing design themes for the target market.

Using the findings from the analysis, the researcher created several t-shirt design options using graphic design programs such as Adobe Illustrator and Corel Draw. Local values, contemporary styles, and minimalist visual elements were incorporated into each design. To obtain feedback on aesthetics, messaging, and market viability, the designs were then tested in a limited focus group discussion with members of Second Eight. This research focuses on visual exploration, adolescent perceptions, and the formation of creative concepts based on local context. Therefore, the entire process is conducted narratively without using mathematical formulas or statistics.

RESULT AND DISCUSSION

Results of T-shirt Design

Figure 1 Show one of the visual outputs of this project is the distro T-shirt design. This design employs a black-and-white monochrome approach, combined with photographic nuances of iconic objects such as sneakers, an analog camera, sunglasses, and a wooden table. These elements were chosen to reflect an urban lifestyle closely associated with the daily routines of teenagers.



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Figure 1. T-shirt design

One of the visual explorations of this project is the distro T-shirt design shown in the image above. A monochrome black-and-white approach was used in this design, combined with photo nuances of iconic objects such as sneakers, analog cameras, sunglasses, and wooden tables. These elements reflect an urban lifestyle closely tied to the routines of teenagers. The text "SCND-8E" and 'EIGHT' is printed in bold and assertive typography, creating a strong and masculine atmosphere. Meanwhile, the word "SCND," which stands for Second Eight, signifies the identity of a creative community or group, while the number "8" represents boundless enthusiasm, which is the spirit of teenage creativity.

As a neutral canvas, the choice of black as the base color enhances the visual contrast of the design. To ensure the photos remain sharp and durable, Direct to Garment (DTG) printing was selected. 78% of respondents in an online poll and youth discussion forum liked the combination of monochrome style and the hidden message behind the numbers and letters. With its strong visual character, this design is considered to meet the style requirements of the young market. Additionally, they may serve as a tool to teach teenagers about creativity and encourage them to actively participate in the design, production, and marketing processes.

SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

A comprehensive SWOT analysis was conducted to evaluate the internal and external factors influencing the Second Eight brand's development. The results of this analysis, which identifies the key strengths, weaknesses, opportunities, and threats, are show in Table 1.

Table 1. SWOT Analysis

No	Strengths:	Weaknesses:	Opportunities:	Threats:
1.	High creativity among teenagers in the field of design.	Limited business capital.	The teen fashion market is huge and growing.	Stiff competition from established clothing brands.
2.	Distro fashion culture that is closely related to the lifestyle of teenagers.	Lack of business management experience.	There's a growing interest in local products and stuff made by young people.	Rapidly changing fashion trends.
3.	High entrepreneurial spirit among the younger generation.	Limited knowledge of the market and fashion industry trends.	Digital platforms (e-commerce, social media) make it easy to promote stuff.	Dependence on raw material suppliers.
4.	Easily accessible graphic design technology.	Limitations in product distribution and marketing.	Collaborate with communities or young influencers.	Lack of interest in purchasing products that do not suit market tastes.

The analysis reveals shows that the extraordinary creativity of teenage graphic designers and the connection between the brand concept and the urban lifestyle of teenagers are key internal strengths. Second Eight's reputation as an authentic and relevant brand is reinforced by the distro fashion culture deeply embedded in their daily lives. With design technology becoming increasingly accessible and affordable, the entrepreneurial spirit of the younger generation is the primary driving force behind this brand. However, internal issues that need to be addressed immediately include limited capital, lack of management experience, and unstable product distribution.

Dua Belas is in the midst of a very promising opportunity from an external perspective. The development of this brand is aided by a large and growing youth fashion market, increased awareness of local products, and the ease of promotion through social media. In addition, collaboration with creative communities and young influencers allows you to reach a wider target marketHowever, the brand faces several threats, such as intense competition with more established brands, rapid changes in fashion trends, and the risk of relying on raw material suppliers. There may be a decline in purchasing interest if designs do not align with market preferences. Therefore, Second Eight must continue to develop strategies based on market research, community strengthening, and design innovation.

IFAS Analysis (Internal Factors Analysis Summary)

To understand the core strengths and weaknesses of the Second Eight brand from an internal perspective, an IFAS (Internal Factors Analysis Summary) analysis was conducted. This analysis assigns weights and

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ratings to each internal factor to determine its overall impact on the brand's success. The detailed results of the IFAS analysis are show in Table 2.

Table 2. IFAS Analysis

Internal Factors	Weight	Rating	Score	information
Teenage Creativity in Design	0.20	4	0.80	Key Strengths
Distro Fashion Culture Relevant to Teenage Lifestyle	0.15	3	0.45	Market Attractiveness
High Entrepreneurial Spirit	0.10	3	0.30	Development Potential
Access to Design Technology	0.10	3	0.30	Ease of Production
Limited Capital	0.15	2	0.30	Development Barriers
Lack of Business Experience	0.10	2	0.20	Management Challenges
Lack of Market Knowledge	0.10	2	0.20	Education Needed

The IFAS analysis of the Second Eight brand shows that teenage creativity in design is the main internal factor supporting the company's success, with the highest score of 0.80. This indicates that design is the main strength of this distro T-shirt. Additionally, the distro fashion culture that aligns with teenagers' lifestyles (score 0.45) and a high entrepreneurial spirit (score 0.30) confirm that Second Eight is a brand driven by new ideas and creative enthusiasm. An effective and trend-aligned visual production process requires access to easily accessible design technology.

However, some internal weaknesses remain a concern. With relatively low scores ranging from 0.20 to 0.30, limitations in capital, lack of business experience, and insufficient market and distribution knowledge all indicate that mentoring and managerial training strategies are necessary. The creative team must be guided in business management, market research, and structured product distribution if they wish to develop Second Eight sustainably. Overall, Second Eight still has greater internal strengths than weaknesses, as indicated by the overall IFAS score of 2.75, which suggests that the brand has the potential to grow provided it has the right internal strategies in place.

EFAS Analysis (Eksternal Factors Analysis Summary)

An EFAS (External Factors Analysis Summary) analysis was conducted to evaluate the external environment surrounding the Second Eight brand. The results, which highlight key opportunities and threats, are Show in Table 3.

Table 3. EFAS Analysis

External Factors	Weight	Rating	Score	information
The youth fashion market is vast	0.20	4	0.80	Major opportunities
Consumer interest in local and youth-made products is increasing	0.15	3	0.45	Strengthening development
Digital platforms for promotion	0.15	3	0.45	Marketing convenience
Collaboration with communities	0.10	3	0.30	Market attractiveness
Competition with established brands	0.15	2	0.30	Major threats
Fast-changing fashion trends	0.10	2	0.20	Adaptation risks
Dependence on raw materials	0.08	2	0.16	Production risks
Products that don't suit your tastes	0.07	2	0.14	Sales threats

The analysis shows that external factors contribute significantly to the growth potential of this business. With a score of 0.80, the most dominant external factor is the size of the teen fashion market, which provides great opportunities for products that use innovative and relevant design techniques. Additionally, Second Eight is in a strategic position to capitalize on the growing public support for the creative economy movement, as evidenced by increased consumer interest in local and youth-made products (score 0.45) and the ease of promotion through digital platforms (score 0.45). Furthermore, collaboration with communities is a significant market attraction (score 0.30), as it can enhance brand networks and trust.

However, several risks must be anticipated. One major challenge is competition with large brands (score 0.30), followed by rapid changes in style (0.20), and production and sales risks if designs do not align with market preferences (0.16 and 0.14). This means that Second Eight must continuously follow trends and conduct regular market research. External opportunities are generally stronger than threats, as indicated by the total

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EFAS score of 2.80. Therefore, external factors can help strengthen Second Eight's position in the youth fashion market.

Discussion

Discussion of Development Strategies

Based on the results of the IFAS and EFAS analyses, which received scores of 2.75 and 2.80, respectively, it can be concluded that the Second Eight brand has strong internal strengths and a supportive external environment. These values indicate that with the right strategy, market opportunities can be maximized. Therefore, the SWOT (Strengths—Opportunities—Weaknesses—Opportunities), ST (Strengths—Threats), and WT (Weaknesses—Threats) quadrant approaches were used to develop the twenty-two development strategies.

1. SO (Strengths–Opportunities) Strategy

To respond to the huge opportunity presented by the vast youth fashion market and consumer trends that favor local products, Second Eight can combine its core strengths by:

1. Harnessing youth creativity to create designs that align with youth market trends.
2. Embracing local identity and urban culture in t-shirt designs.
3. Optimizing social media (Instagram & TikTok) as the primary promotional tool.
4. Using visual storytelling to strengthen brand identity.
5. Developing the brand as a representation of the youth lifestyle.
6. Leveraging easily accessible digital design technology for product innovation.

2. WO (Weaknesses–Opportunities) Strategy

The Second Eight can overcome some challenges such as lack of capital and management experience, by :

1. Participate in entrepreneurship and creative business management training**.**
2. Collaborate with creative communities and business incubators.
3. Seek funding through CSR programs, schools, or government support.
4. Improve digital literacy in marketing and branding.
5. Leveraging e-commerce to expand product distribution.
6. Develop a structured and management system.

3. ST (Strengths–Threats) Strategy

Due to the intense competition in the fashion industry and the rapidly changing nature of trends, Second Eight needs to implement the following strategies:

1. Conduct regular trend research through social media.
2. Create unique designs that are difficult for major brands to imitate.
3. Maintain design flexibility to quickly adapt to trend changes.
4. Strengthen brand differentiation through local and community values.
5. Develop limited edition collections to increase exclusivity

4. WT (Weaknesses–Threats) Strategy

This strategy focuses on simultaneously minimizing the impact of internal weaknesses and external threats. This strategy involves:

1. Second Eight needs to develop an efficient and flexible production system to avoid the risk of excess inventory if trends change.
2. Apply a pre-order system to avoid excess inventory.
3. Diversify raw material suppliers.
4. Improve product communication to match market preferences.
5. Conduct regular evaluations of design and sales performance.

Implications for the Development of Youth Creative Entrepreneurship

The findings from the SWOT, IFAS, and EFAS assessments of the Second Eight brand indicate the presence of numerous opportunities for innovative entrepreneurship among adolescents, particularly within the realm of fashion design. Young individuals possess distinct advantages in creativity, adaptability to technological advancements, and an emotional connection to their peers in the target demographic. By capitalizing on these strengths, entities such as Second Eight not only function as a venue for the exchange of

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creative concepts but also provide avenues for acquiring practical experience related to business management, production processes, marketing strategies, and product development.

The findings highlight a significant demand for enhanced opportunities for self-actualization within the creative business sector among teenagers. This objective can be facilitated through the implementation of entrepreneurship education within educational institutions, community-based training programs, and support from governmental bodies and private enterprises. By employing effective design and marketing methodologies, teenagers have the potential to develop competitive products and generate additional income. As exemplified by Second Eight, the growth of creative enterprises among young individuals can act as a driving force for local innovation and promote the advancement of the creative economy in Indonesia.

CONCLUSION

Based on the analysis of T-shirt design conducted through research on the Second Eight brand, it can be concluded that there are very promising prospects in the local creative industry for developing the creative talents of young people. Building an original and competitive brand is aided by the creativity of young people, their strong entrepreneurial spirit, and their connection to urban culture. Conversely, opportunities from external sources, such as the vast fashion market for teenagers, increased interest in local products, and the ease of promotion through online platforms, strongly support business sustainability. The results of the IFAS (2.75) and EFAS (2.80) analyses indicate that strengths and opportunities still dominate and can be optimized, despite challenges such as limited capital, lack of managerial experience, and competition from large brands. Brand Second Eight has the potential to grow not only as a fashion brand but also as a platform that helps teenagers learn to become innovative, independent, and flexible entrepreneurs through the use of appropriate strategies such as community collaboration, sustainable market research, and the use of social media as a tool for promotion and interaction. Therefore, this project has the potential to produce a young generation that is creative and innovative but has competitiveness at the local industrial level.

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