T-Shirt as the Media of Learning the Nias Culture (Study of Gamagama Nias T-Shirt)

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Abstract. In this modern era, human endeavor to make the innovation in many aspects of life. Gama-Gama is one of the brands of t-shirt that attempt to make innovation in order to introduce Nias culture. On that t-shirt printed vocabularies that uses terms in Nias language. The purpose of this research is to describe how Gamagama Nias t-shirt can be the media of learning Nias Culture. Through interview and documentation the researcher collecting the data. Base on analysing the data the result of the research that Gama-Gama is a good media of learning Nias culture especially for the millenial generation. Thus the function of t-shirt is not only for fashion but also the media of learning. The suggestion could be given is innovation should be a tool for introducing the culture. The researcher hope there is another innovation way for introducing the culture.

1. Introduction
In this modern era, learning a culture is not really interesting for young generation. Culture for them is not something interesting to be learned. However, learning culture is very important, without culture someone does not have a root anymore. Human who does not have a root anymore is a man who does not have a complete identity as social being. In order to solve this problem, innovation should be created to attract the young generation to learn their own culture.

Young generation or in this case we call them as the millenials. Millenials is the people who were born approximately 1980 and 2000 [1]. Milllenials are called as unique distinctive generation (1). They are unique because they love something unique. That is why they love to create an innovation things.

Gamagama Nias is the brand of t-shirt that was created by two persons from millenials generation they attempted to make innovation in order to introduce Nias Culture. The innovation that they have made is to make t-shirt that is printed vocabularies that uses terms in Nias language. The vocabularies that printed in Gamagama Nias t-shirt can be as the media of learning culture, especially Nias culture.

Base on the the previous facts, the researcher interested to do the research about how Gamagama Nias t-shirt can be the media of learning culture. Thus the purpose of this research to describe how Gamagama Nias t-shirt can be the media of learning culture.

2. Research Question
Base on the purpose of this research thus the major research question is: How does Gamagama Nias t-shirt can be the media of learning culture?
3. Literature Review

3.1. T-shirt
In the old time t-shirt was wore by the sailor and marine as the shirt under the uniform. T-shirt became popular in various industries. On 1920 t-shirt become part of American English it was introduced in the Merriem Webster dictionary for the first time. T-shirt became popular among young generation, because t-shirt was wore by many actors and actress in the film and also the famous singer even the popular people in America, such as Clar Gable, James Dean, Michael Jackson, Marlon Brando, Paul Newman, John F. Kennedy, Jackqueline Onassis etc. Orginally the colour of t-shirt is only white, finally on 1960 t-shirt turns into various kinds of colour and using varous beads ornament, flowers, embroidery, and text. T-shirt become fashionable since 1960s[2].

Besides, Susilo explains in his journal through the words printed on t-shirt can show the life style of young people. Thus t-shirt nowadays become apart of fashion. The position of t-shirt in the world fashion should not be denied. And t-shirt usually is wore by young people[3].

3.2. Millennials
Nowadays it is known three kinds generation namely: baby boomer, generation x, and millenials. They were called the baby boomer because this generation increased the birth rate and thus created the baby boom. Baby boomer is the generation who were born 1943-1960, this generation were raised on the prosperous economics time and did not grow dependent on technology [4]

Generation X isthose who were born on 1961-1979. This generation is smaller than the previous generation. This generation was born in the situation of economic problem, family problem and crime problem [5]. Millenials is the individuals who are born between 1980-2000. Their life has a close relationship with a new millenial era and they grew up in a more digital era [4].

The characteristics of millenials are they are unique [1]. This generation is also confident [6]. They have high self-esteem and assertiveness [7]. They are achievement focus and love to do well and achieve all the goals and aspirations [4]. Futhers millenials also have negative characteristic, they have short span of attention [8] it because they are really depend on information especially on social media thus millenials always use their gadget. Gadget make them having a short span attention.

Finally it can be explained that millenials is the generation who who born around 1980-2000. They are a digital generation who has short span attention but on the other hand they unique, confident, hardworker, love to learn many things and they are digital generation who love the innovation of information.

3.3. Culture
All people around the world have culture. Culture is the of way people live, the clothes that people wear, the food that someone’s eat, the language someone’s tell, the way someone celebrate something and they way people express their imagination through art, music and writing. In addition Kalman explains culture is also about the root, through culture people may know their own ancestor and know the reason the different between one’s life to others[9].

It can be concluded that culture is very important of someone’s life. Through culture people know the families who have lived long before the new generation appeared.

3.4. Learning
In the life, people will not stop to learn, everyone should learn, without learning people could not get the knowledge and become survive in this world. According to Brown learning is attaining the knowledge and skills through lesson, experience and instruction[10]. Moreover Stonk, Fink and Earl explains that learning provided the benefit for human’s life to make the man become survive to live in this unpredictable world [11].

According learning style theory, there are three kinds of learning style. First is visual, visual learners who loves to read, observe, the display data and visual aids. Moreover they also like to learn through watching movies, strips, graphs and pictures. Second is auditory, auditory learners, is the learners who
can learn by listening something. They prefer lectures, seminars, discussion and tapes. Third is kinesthetic learners prefer to learn something by moving their body or learning by doing [12].

The educators must consider about the learning style. According to the research of Ellington and Benders in their journal if learning style is not assessed properly the learners will suffer. Learning style is very important for the learner to help them learning and it also important to the educator or teacher to be the aid for them to teach [13].

Furthermore Shuellsays in his research that learning is not simply a passive action yet the leaners should take an active role in order to receive the new knowledge [14].

Finally it can be concluded that learning is apart of human life. Human are able to get the knowledge from learning. Learning can be through lesson, experience and also from the instruction. In order to attract the people to learn, the educators must find new ways of learning, they must not depend on the old ways of learning. Learners must be do some actions in order to acquire the new knowledge.

3.5. Nias Island

Nias Island is of many Islands in Indonesia. It is located in western coast of Sumatera, but Nias Island is a part of North Sumatera Province. This island is rich with unique traditional culture such as the tradition of hombo batu, war dance, traditional house etc. Likewise Nias also has a unique language. All the vocabularies in the Nias language always ending with the vocal not consonant [15].

According the result of Zagötö Nias Island has two languages namely North and South Languages. The Northern language is used in north, west, east, and central Nias. The Southern language is applied in southern part of Nias, the islands of Tello and Hibala [16]. Nias has the tradition which is called Böwö Ni’orisı, this tradition is the tradition to transfer various messages from parents to their children or grandparents to their children to be followed and respected, usually those messages contain the patterns how to behave as individual and as a part of society [17].

Unfortunately those unique tradition that Nias Island that contain a great values for Indonesian especially Niassan are not spread widely. Millenials need to know even to learn those great values. There should be one media that can attract the young generation to make them interested to learn Nias culture.

3.6. Media of Learning

In learning something someone’s need a tool in order to make someone easier to learn. The tool that we use for learning it is what we call as media. Media is the instrument that people use to get the information, through this instrument the information that should be transformed to the people is able to be understood [18].

Media including television, the cinema, video, radio, photography, advertising, newspaper, magazines, recorded music, computer games, the internet, and media text (that are programmes, films, images, website) [18]. Besides Kozma categorizes media of learning into three types they are books, television, computer and multimedia. [19]

Furthermore base on the result of some researches it was found that actually the social media especially Facebook and Instagram can be the effective media for teaching and learning. Base on what Handayani found that Instagram can offer a great opportunity to develop the activities in the class, in other word instaram can give a lot of benefits for the learners to learn in the class of EFL. Even Handayani had listed in her research the activities for which Instagram can be used [20]. In addition Yadegarfar and Simin also found that Instagram can be the media of the learners to learn grammatical accuracy of word classes [21]. Besides Khan and Baksh says according to their research Facebook can play a great role as the media for the e-learning as more than a social networking website [22].

To sum up media is the agency which is important for the people learning something. Sometime getting the knowledge about something is very difficult, yet the media can help to make it understandable. There are many variations of media, and it can be chosed depends on the purpose. Even social media such as Instagram and Facebook also can be the choice for the learners to be used for the media of learning.
4. Method of Research

This research is qualitative research using case study approach. Qualitative research is a research that collect analysis and interpretation of comprehensive narrative and visual for gaining the input into “particular phenomena of interest” [23]. Case study research is the qualitative research approach, this approach for conducting research “on a unit of study or bounded system”[23].

The researcher used interview and documentation to collect the data. The technique of analysing the data consists of some steps (1) Classifying the data that have been collected from owner and customer and from social media (2) Analysing the data (3) Finding the result

5. Data Analysis and Result

a. Base on the result of interview the researcher found that Gamagama Nias t-shirts is the brand of t-shirt that was created by young people from millenials generation, and both of them are from Nias. They are called millenials because they was born by the year 1990s. Moreover they are also created one innovation things that is t-shirt that printed using some vocabularies in Nias language. This innovation has a great purpose that is to promote Nias culture. Promoting Nias culture through t-shirt is a very innovation idea. This innovation has been appeared since October 2016, it is already two years today.

b. The customers of Gamagama Nias t-shirt are also the millenials generation. Most of them was born by 1990s-2000s. The customer of Gama-Gama T-shirt is vary generally they are from Nias but small part of them are not from Nias. Most of them is able to speak Nias and fluent, small part of them is able to speak Nias but not fluenty, and also there is small part of them can not speak Nias. Moreover almost of them lived in Medan and they already become the customer of Gama-Gama T-shirt more than one year. They love to buy Gamagama Nias t-shirt because the colour and design are good and using vocabularies of Nias Language.

c. Based on documentation that the researcher found from Gamagama Nias t-shirt social media that is Instagram namely Gamagama Nias Katalog and Facebook with the account name Gamagama Nias. Based on those documents the researcher classified some vocabularies that are printed in Nias language. There are 8 categories of the term in Nias language.

Table 1. List of vocabularies of Nias language on Gama-gama t-shirt

| Family Name | Nias Selatan (Southern Nias District) | Nias Utara (Northern Nias District) | Nias Barat (Western Nias District) |
|-------------|--------------------------------------|-------------------------------------|----------------------------------|
| Sarumaha    | Bawomataluo (the name of the village) | GunungSitoli (the name of the city) | Pulau Hinako (the name of island) |
| Zega        | Teluk Dalam (the name of the city)   | Idanö Gawo (the name of the village)| Lölöfitu (the name of the village) |
| Amazihöno   | Lagundri (the name of the beach and the village) | Afulu (the name of village) | Moi (the name of the village) |
| Nazara      | Pulau Tello (the name of Island)     | Gidö (the name of the village)     | Sirombu (the name of the city)   |
|             | Botohili (the name of village)       | Alasa (the name of the village)    | Mandrehe (the name of the village) |
|             | Gomo (the name of the village)       | Lahewa (the name of the village)   | Ono Limbu (the name of the village) |
|             | Hilisatarö (the name of the village) |                                  | Pulau Asu (the name of the island) |
|             | Hilisimaetanö (the name of the village) |                                    | Moro'ö (the name of the village) |
Table 1. List of vocabularies of Nias language

| Words in Nias Language | Phrases in Nias Language | Sentences in Nias Language | Phrase translated in katakana (Japanese Alphabet) |
|------------------------|--------------------------|-----------------------------|-----------------------------------------------|
| 5 Belewagar (the sword) | 6 Hombo Batu (Stone Jump) | 7 Omasi Do Khôu (I Love you) | 8 Ono Niha = オノニハ (Niassan) |
| Saohagölö (thank you)  | Lau bale (Yes)           |                             |                                               |
| Harazaki (blessing)    | Ono Niha (Niassan)       |                             |                                               |
| Hawui (shower)         | Ono Matua (The Boy)      |                             |                                               |
|                        | Ono Alawe (The Girl)     |                             |                                               |

6. Discussion
To revisit the researcher major questions, “How does Gamagama Nias t-shirt can be the media of learning culture? Gamagama Nias t-shirt can be the media of learning culture by three ways they are:
a. Firstly by buying and wearing the Gamagama t-shirt so that someone can learn through the vocabularies that are printed in Gamagama t-shirt. The more he or she buys and wears Gamagama t-shirt the more knowledge of Nias culture he or she gets.
b. Secondly by making the community of Gamagama t-shirt customer. The community can gather together to discuss the Gamagama t-shirt that they have and indirectly they can learn Nias culture through discussing the vocabularies that are printed in Gamagama t-shirt, even they may organize Nias culture event to invite people to learn Nias culture.
c. Thirdly by using the social media of Gamagama t-shirt. The account of Gamagama t-shirt Facebook and Instagram can be the media of learning of culture. In other words through Gamagama t-shirt social media account someone may learn the Nias culture by e-learning.

Innovation is something that should be created in this modern era including the innovation of media of learning culture. Learning culture is not really interesting among millenials or young generation, however if the media of learning culture is interesting it can attract millenials to learn culture.

Gamagama Nias t-shirt really give a fresh idea of innovation to learn culture. Through gama-gama t-shirt, millenials can learn many vocabularies in Nias Culture. People can learn about many things about Nias by reading the vocabularies on the t-shirt or on the social media (Facebook or Instagram). People can learn: the family name in Nias, all the districts in Nias island, the place that can be visited in Nias Island, the words, phrases and sentences including the translation of one vocabulary in Japanese.

7. Conclusion
T-shirt is the fashion which is very popular among millenials or young people. On the other hand culture is not something interesting for millenials or young people to be learned. However Gamagama Nias t-shirt is one great innovation created by millenials that can be a great media for learning culture especially for millenials.

Gamagama Nias t-shirt smartly attract the millenials to learn culture. By buying Gama-gama t-shirt or by browsing the its social media (Facebook and Instagram) people directly are able to read some vocabularies of Nias language and automatically they also learn about Nias culture.
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