

Teenager Interest In The Javanese Character Costume Which Was Designed By ATUMIC Method As Tradition Cultural Sustainability

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Abstract—The aim of this research is knowing the impact of the Javanese character costume that was designed with mixing the traditional and modern elements by ATUMICS methods for teenager. If it can be provoked curiosity about culture or arouse desire to have it. The teenager was given a questionnaire about it in form Likert scale with tiered questions. It turns out it can make teens interest in knowing the philosophy behind its (25%), wearing it (47%), buying or having (25%) it, and like it (49%). Therefore the design mixing tradition and modern elements is important to be explored and created because it has a great opportunity to attract buying and encourage the young generation to search for traditional cultural knowledge.

Keywords—Javanese values, teenager responses, ATUMICS method, design costume and character.

I. INTRODUCTION

This Javanese character costume was design to fit out the character which figure in Tembang Macapat 3D animation film with Bejo Si Sinom as title (you can search in the youtube). That film was made for traditional cultural sustainability efforts. So the costume must also contain traditional philosophy as basic inspiration. With the ATUMICS method, the costume was designed with combining traditional and modern elements [11]. Today's design is not only responsible for sales but also for social issues such as cultural preservation as expressed by Kuure [8]. Therefore this is the importance of the ATUMICS method which concentrates on the problem of tradition becomes important.

Transforming tradition itself in Indonesia takes a variety of forms [9]. As Fadly, Ahmad, Khamadi, Walo did, transforming tradition is not only needed for future design [10] but also to review and assess past designs. The use of the ATUMICS method is not always for design as it is done by Fadly [3] in designing his comics which is inspired Pani Story, Ahmad [1] in designing his typeface which is inspired Lontara script, Khamadi [6] in designing his game which is inspired Mul-mulan traditional game, Walo [13] in designing his airport which is inspired Irian traditional home Honai, but it can also be an indicator of assessment for AR of packaging by

Hartanti [4] on its elements. Aside from being an assessment indicator, it turns out that the ATUMICS methods can also be used as a tool of analytical theory as done by Suriastuti [12] in analyzing the tradition transformation of Bandung city hall. Even the ATUMICS method can also be used as a benchmark in assessing what percentage of local wisdom contained in an artifact as done by Kurniawan [7] in analyzing how many cultural relics that exist in hotel buildings in Yogyakarta.

In this transformation tradition design, the element is designed with the combination of both of it is costume and attributes of the character of the film. The attributes mixing the traditional element and modern element to new shape and material. You can refer to [2] to know the detail of the based on the design. This paper just explained the impact of the effect of the design on teenagers respondent. This paper can be used to evaluate the impact of the ATUMICS method in terms of whether it interests the audience to use, to purchase or to have it.

II. RESEARCH METHOD

A. Place, Population, and Sampling

Because the costume is designed for The Macapat Film which intended for Malang's Teenagers [2] especially early teenagers, so the population of this research is all of the Malang population aged 13 to 16 years, refer to age restrictions of [5].

Design sampling of this research uses purposive sampling technic with quota limited. The purposive sampling is chosen as technique sampling of this research because there is Junior High School which has special classes that contain the students who learn Macapat songs. The name of the school is SMPN 4 Malang. Chosen SMPN 4 Malang for the place to take the data because it's important to compare the data with general classes which is also in there too. The number of samples taken was 111 people, includes male and female respondents.

B. Instrument

The questionnaire which is design to collect the data divided two categoral of respondents, male and female. The male respondents was given question about opinions on the male character design, and one question which asks about the opinions of women who wear clothes like female character design. And vice versa for female respondents. The number of female respondents was 69 people and the number of male respondents was 42 people.

Their attitude is measured using the Likert scale. Likert scale is chosen because to measure the attitude of the respondents, especially Indonesian people who like to be in the middle of being. Although the Likert scale give the 3 option to choose with middle choice to be hesitant, the question is designed tiered. Most of all, there are 3 levels of question. At the first level, if they answer with middle choice or negative choice from the question which asks their opinion about the attribute of the costume, they can not continue to next level question which asking their preference to wear it. Because the psychologist of that condition is if they did not think positively about its attributes, surely they don't want to wear it. And at the second level, if they answer with middle choice or negative choice from the question which asks their preference to wear it, they can not continue to next level question which asking their intentions to have or buy or make it. Because the psychologist of that condition is if they did not want to wear its attributes, surely they don't want to have, buy, or make it.

Besides that, there is a two-level question which asks knowledge and curiosity about the knowledge or the philosophy of the tradition which background inspired it. The opposite of that, if they answer with middle choice or negative choice from the question which asks their knowledge of its attributes, they can continue the next question which asks their intentions to search to know that knowledge. So, if they answer with positive choice, they can not continue to the next level question. Because if they had known, why are they asked to know the knowledge?

The questions were given after the respondents had watched the Macapat film in which played by Bejo and Siti (the male and female character design) whose respondents were asked about its attributes and costume. The reason why te question was given after seeing the film was so that respondents could see the whole of the attributes and the costume at the various point of view.

C. Coding and Data Analysis

The answer of the respondent coded with 1, 2, and 3. The answer that is usually given coding 2 is hesitating answer about knowledge or indifferent answer about intentions. So the middle choice put in negative answer categorically. So the respondent who answers with the middle choice it categoral

same with the respondent who the negative choice. And it used as a basic division of percent. So the value of percent of negative response consists of the middle choice and negative choice answer. The response can be meaning as positive response if more than 50% of respondents responded positively.

In final, to know the general results, the value of percentage of every attributes to average. And the final analysis concludes that ATUMICS design is success to affect or not is from the number of items from the attributes that were successfully affected or not. Previously each item was concluded whether the ATUMICS design was successful or not.

III. RESULTS AND DISCUSSION

The results of the questionnaire are shown in the pictures below. This below is the responses of the male respondents.

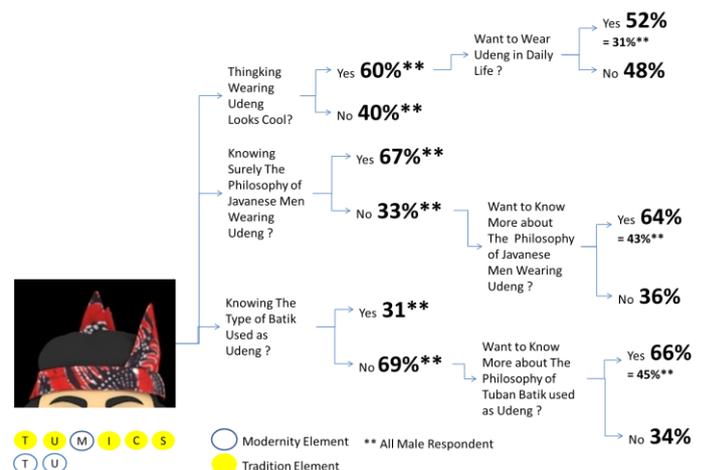


Fig. 1. Teenager Response for Udeng which is combined from Tradition and Modern Elements

The male teenagers thinking if they wear Udeng they look cool. It concluded because more than half of respondents think so. And more than half of them have intentions to wear Udeng in Daily life. But if this data is seen from the total number of male respondents, it's less than half of it. It happens because the question of the questionnaire is leveled.

The other results showed that more half of the male respondents know surely why Javanese male wearing Udeng. But they don't know kind of Batik which used as Udeng. And they want to know more about the Batik, like its philosophy or other. But the amount of value of percent of it is seen less than half from the total number of male respondents. It happens because the question of the questionnaire is leveled.

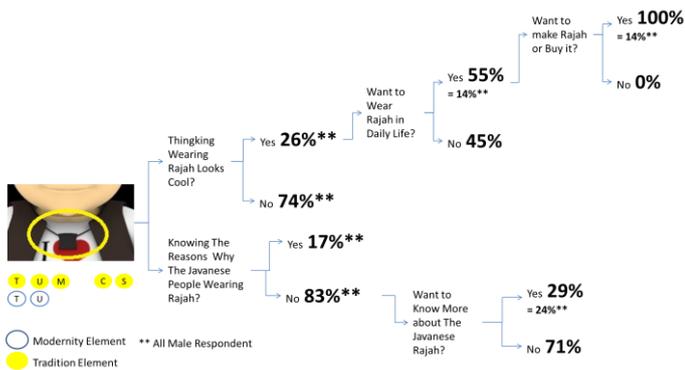


Fig. 2. Teenager Response for Rajah which is combined from Tradition and Modern Elements

The male teenager thinking if they wear Rajah they look not cool. It concluded because more than half of respondents think so. They don't know about Rajah and they don't want to know about it. It happens because they don't know anything about Rajah. They don't know that Rajah has benefit, it can be protected from the evils spirits [2]. They just look it is not cool and so old. But for one-third of male respondents who interest Rajah, they want to wear in daily life, want to have, make, or buy it.

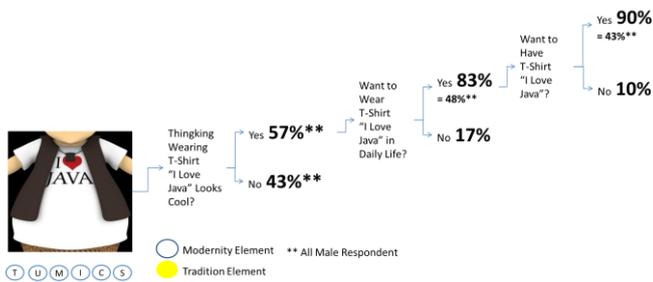


Fig. 3. Teenager Response for T-Shirt "I Love Java"

The male teenager thinking if they wear T-Shirt "I Love Java" they look cool. It concluded because more than half of respondents think so. Although the T-Shirt is not inspired by traditional culture, teenagers like that because it close their pop culture. And besides that, they want to show that they were proud of their civilization. But if this data is seen from the total number of male respondents, it's less than half of it. It happens because the question of the questionnaire is leveled.

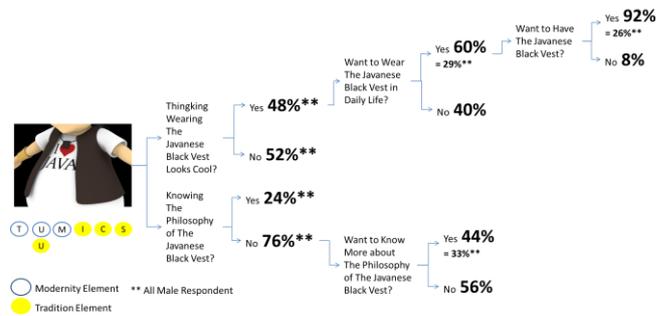


Fig. 4. Teenager Response for Javanese Balck Vest which is combined from Tradition and Modern Elements

The male teenager thinking if they wear the Javanese Balck Vest they look not cool. It concluded because more than half of respondents think so. Although they who think that's cool want to wear or have it. And more than half of them don't know the philosophy its attributes and they don't want to know too. It' assume it happens because they don't know anything about Javanese Black Vest.

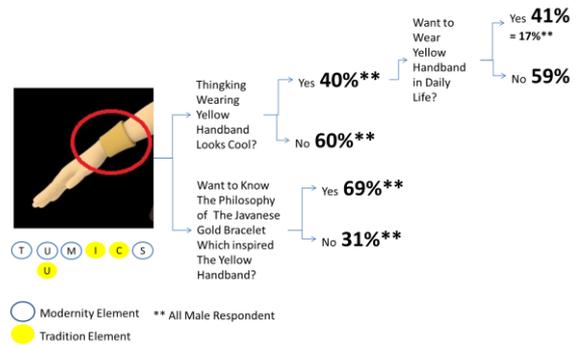


Fig. 5. Teenager Response for Yellow Hanband which is combined from Tradition and Modern Elements

The male teenager thinking if they wear the Yellow Hanband they look not cool. It concluded because more than half of respondents think so. Even so, they want to know the philosophy of the tradition which background inspired it.

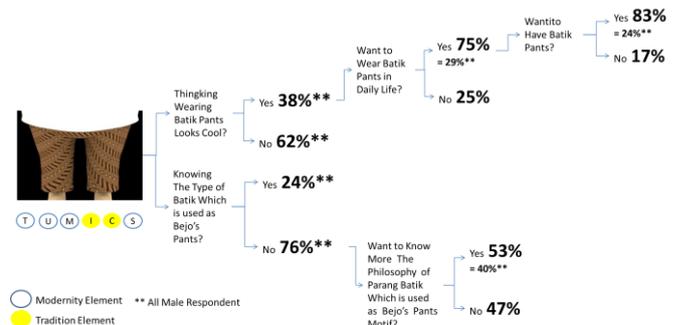


Fig. 6. Teenager Response for Batik Pants which is combined from Tradition and Modern Elements

The male teenager thinking if they wear the Batik Pants they look not cool. It concluded because more than half of respondents think so. Although they who think that's cool want to wear or have it. And besides that, more than half of them don't know the kind of Batik which used as the pants and they want to know more about it.

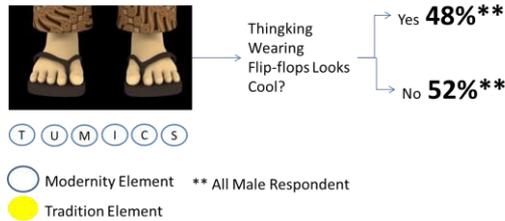


Fig. 7. Teenager Response for Wearing Flip-Flops

The male teenager thinking if they wear the Flip-Flops they look not cool. It concluded because more than half of respondents think so. It's strange because Flip-Flops is a pop culture that is close to them. It is assumed the combination of the custom not match and can be liked by teenagers.

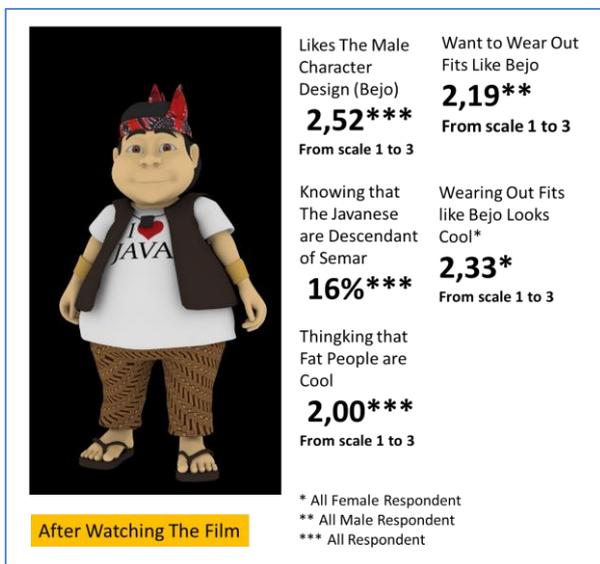


Fig. 8. Teenager Responses for The Whole of Male Character Design

Refer [2] and analysis with the data above, it showed that the respondents don't like the endomorph character (it is indicated by a value of 2,00 on a scale of 1 to 3). That was what caused they don't like 5 attributes of 7 attributes. They only like Udeng and T-Shirt "I ♥ Java". They don't like Rajah, Balck Vest, Batik Pants, Yellow Handband, and Flip-Flops. If it is design with mesomorph, maybe the response of the respondents more be positive. Other allegations are the combination of the costume which is too pushy to include many traditional attributes, make it not look suitable and elegant.

The results of the questionnaire of the female respondents are shown in the pictures below.

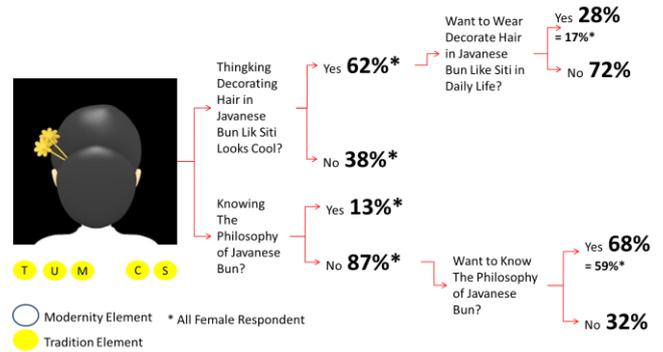


Fig. 9. Teenager Response for Javanese Bun

The female teenager thinking if they decorate their hair with Javanese Bun hairstyling they look cool. It concluded because more than half of respondents think so. But they don't want to decorate their hair like that in daily life. Other results showed they don't know the philosophy of Javanese Bun but they want to know more about it.

It is assumed to be caused women in Indonesia has familiar with Javanese Bun in the special and formal event. And there are positive campaigns so that they look like that. So the female respondents have a positive feeling about Javanese Bun, but they don't want to wear in daily life, because commonly it wear in special event. Other results, because they had familiar with it, they want to know the philosophy why the Javanese women hairstyle their hair like that.

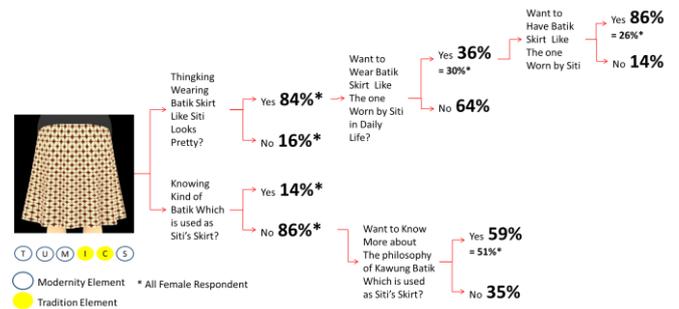


Fig. 10. Teenager Response for Batik Skirt which is combined from Tradition and Modern Elements

The female teenager thinking if they wear Batik Skirt they look cool. It concluded because more than half of respondents think so. But they don't want to wear it in daily life. It is assumed that they think to wear it if the condition is matched to wear Batik Skirt. And the remaining female respondents who want to wear it in daily life, they want to have it. The other results, they don't know the kind of Batik which is used as the skirt. And they want to know more about it.

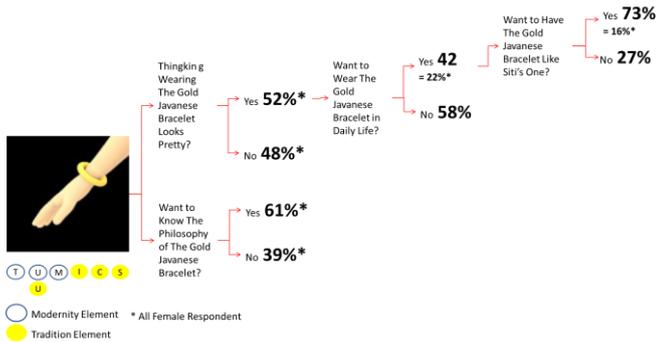


Fig. 11. Teenager Response for Javanese Gold Bracelet which is combined from Tradition and Modern Elements

The female teenager thinking if they wear the Gold Javanese Bracelet, they look cool. It concluded because more than half of respondents think so. But they don't want to wear it in daily life. It is assumed that they think to wear it if it matched with clothes and other attributes which they wear. And the remaining female respondents who want to wear it in daily life, they want to have it. Besides that, they want to know the philosophy of the Javanese Bracelet.

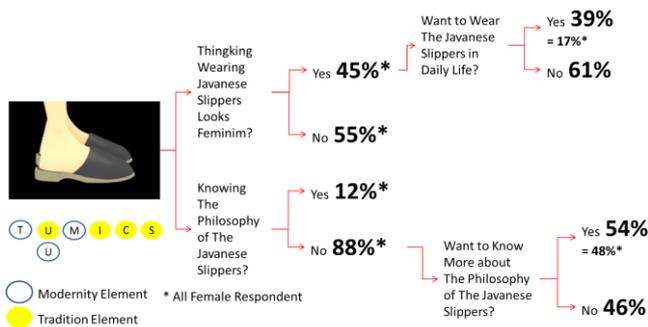


Fig. 12. Teenager Response for Javanese Slippers which is combined from Tradition and Modern Elements

The female teenager thinking if they wear the Javanese Slippers, they look not cool. It concluded because more than half of respondents think so. They don't want to wear it in daily life too. It assumed to be caused they don't know about Javanese Slipper. Although more than two-thirds don't know about the Javanese Slippers, they want to know more about the philosophy of it.

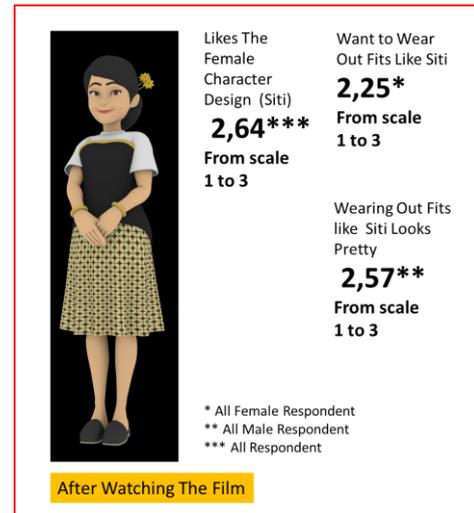


Fig. 13. Teenager Responses for The Whole of Female Character Design

Refer [2] and analysis with the data above, it showed that the respondents liked the female character. It concluded because more than half of respondents think so (68%). That was what caused them like 3 attributes of 4 attributes. They like Javanese Bun, Batik Skirt, Gold Javanese Bracelet. They only don't like Javanese Slippers.

It is assumed to be caused the female character is design with mesomorph. And it has a look suitable and elegant design, except the slippers. It assumed the female respondents don't like the Slippers because of the shape of it like the men's shoes.

The other results are the respondents want to wear outfits like Siti because the score of their desire to wear clothes like worn by Siti amounted to 2,25 from scale 1-3. Even male respondents also think that wearing a case like Siti's wear looks beautiful. This can be seen from the value 2,57 from scale 1-3. If it is concluded, the data showed the 4 attitudes of the respondents, they like it, they want to wear it, they want to have it, and they want to know more about it. After average the 4 point of that of the 11 attributes, its results is 49% like it, 47% want to wear it, 25% want to have it, and 25% want to know more about it.

IV. CONCLUSION

From 11 attributes which is design with combine the tradition and modern element, just 5 of 11 which is liked by respondent. And most of it, it is the attribute of female character. It showed although the traditional attribute is changed to modern shape with the ATUMICS method, it doesn't influence the preference of the teenagers. Instead, what affects that attribute is the basic form of the character. It influences the perception of the respondent to the attributes. And determine the likes or dislikes of the respondents to the attributes.

So the conclusion is the ATUMICS method can be success to provoke interest to wear and curiosity about it if they propped up to the shape of the characters that teenagers like. And everything has the traditional element it can be accepted by teenagers if they familiar with it before. Although they don't know in the detail, just awareness about it, it can trigger the teenagers to be provoked their curiosity.

V. SUGGESTION

For the next design what wants to create the Javanese character, is better design with mesomorph. And others, the next design which wants to combine the tradition and modern attribute, it is better to focus only on 1 attribute of a tradition for point of interest. And the questionnaire is better not made tiered. So we can see the entire responses.

VI. ACKNOWLEDGMENTS

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