

STUDY OF VULGAR TEXT AND ILUSTRASI ON T-SHIRT

Ida Ayu Dwita Krisna Ari¹, I Nyoman Anom Fajaraditya Setiawan²

¹STMIK STIKOM Indonesia, ²Institut Seni Indonesia Denpasar

e-mail : anomkojar@stiki-indonesia.ac.id¹, krisnaaridwita@isi-dps.ac.id²

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Abstrak

Brand baru memproduksi produk pendukung gaya hidup, produk t-shirt bermunculan dengan suburnya. Tingginya persaingan industri clothing company menyebabkan, produk dituntut memiliki daya tarik sebagai pembeda dengan produk yang lainnya. Beberapa clothing company memiliki konsep yang unik, seperti teks maupun ilustrasi yang bertema vulgar dan bahkan tergolong tabu untuk diucapkan. Paradigma tersebut, menjadikan penelitian tentang bentuk t-shirt bertema vulgar perlu dikaji dalam tataran estetika. Memberikan input penting bagi keilmuan dan dunia usaha clothing company. Dianalisis secara deskriptif kualitatif, fenomena sosial pada masyarakat sebagai obyek dan menarik realitas ciri, karakter, tanda atau gambaran kondisi situasi maupun fenomena yang ada. Prihal bentuk t-shirt bertema vulgar, diasumsikan bagian kesadaran penikmat karya seni, meliputi susunan hasil interaksi antara persepsi memori dengan persepsi visual serta kepekaan penghayatan pengguna. Akhirnya dapat diungkap pula ekspresi kreatif karya sebagai objek fantasi.

Kata kunci : brand, T-shirt, vulgar, kajian seni

Abstract

Brand new produce lifestyle support products, t-shirt products popping up fertile. The high competition in the clothing company industry causes, the product is demanded to have an appeal as a differentiator with other products. Some clothing companies have unique concepts, such as text or illustrations that are vulgar and even classified as taboo to say. The paradigm, making research on vulgar themed t-shirts need to a studied at an aesthetic level. Providing valuable input to the academic studies and clothing business. Qualitatively qualitative analysis, social phenomena in society as objects and the interesting reality of characteristics, signs or descriptions of the existing situation and phenomenon conditions. Prizes in the form of t-shirts with vulgar themes, it is assumed that the audience's awareness of art, including the composition of the results of the interaction between memory perception and visual perception as well as the sense of comprehension of the user. Finally, it can also be seen the creative expression of work as a fantasy object.

Keywords : brands, T-shirts, vulgar, art studies

1. INTRODUCTION

Public awareness of fashion is a trigger for various new brands. T-shirts are one of the fashion products favored by guests, even from different economic statuses. The convenience of use causes t-shirts as one of the most sought-after fashion products. However, there are also other factors that make this mode

popular, which can become the aspirations of the wearer.

T-shirts can become open texts that communicate specific messages through shapes, images, or words about experience, behavior and social status. T-shirts have several conveniences, apart from being cheap, comfortable to wear, easy to clean, mobile,

functional, and can be as souvenirs. T-shirt also makes business people and politicians as effective and efficient promotional media. As a means of advertising, t-shirts are also used as a medium to spread political understanding. Today, t-shirts are not only as a basic necessity, function to protect the body from the weather, but t-shirts have a function value that far exceeds their primary role as an industrial product that can convey all the messages, aspirations, and political views

Currently, besides t-shirts as a symbol of the wearer's economic status, increasing awareness of fashion makes the fashion industry in Denpasar multiply. This phenomenon is from the emergence of new brands with capital and production independently from teenagers in Denpasar.

The rise of competition in the fashion world, a new brand in the form of t-shirts began to appear in the clothing business community. Clothing is a term to refer to a t-shirt maker company in Bali which then becomes a clothing company, producing apparel with their brand [1]. The emergence of a growing number of clothing companies, causing increasingly intense competition, this led to several newly born clothing companies must compete with other brands that already existed.

The rise of competition in the fashion world, a new brand in the form of t-shirts began to appear in the clothing business community. Clothing is a term to refer to a t-shirt maker company in Bali which then becomes a clothing company, producing apparel with their brand. High competition in the clothing company industry has led to new products having to attract and attract exciting concepts as distinct from other products. In addition to facilitating the process of brain statements in the community, it is also able to raise awareness of the existence of products.

Some clothing companies have unique concepts, for example, death metal or the use of specific popular symbol symbols or other novel concepts. But there are also some clothing that uses text or illustrations that are vulgar and even taboo in the public pronunciation. Based on this paradigm, research conducted on the form of t-shirts with vulgar themes and their aesthetic content. This

research will provide academic value that will be in the clothing company business.

2. Related Works/Literature Review

The description in this chapter discusses the early history of the emergence of t-shirts that began in the late 19th century until the beginning of the 20th century, at the beginning of the appearance of t-shirts only used by European soldiers as underwear. The term "T-shirt" (a metaphor that might base on its "T" - like form) just appeared in Merriam-Webster's Dictionary in 1920, and it was not until World War II that t-shirts became standard equipment in military clothing in Europe and the United States. T-shirts began to be known throughout the world through John Wayne, Marlon Brando and James Dean who wore this underwear for outside clothing in their films. The film *A Streetcar Named Desire* (1951), starring Marlon Brando, shows scenes using torn t-shirts and letting his shoulders open, the famous culmination of t-shirts used when James Dean wore them as a symbol of the young people's rebellion in *Rebel Without A Cause* (1955). Screen printing technology on new cotton shirts began in the early '60s, and after that, a variety of new t-shirt models appeared, such as tank tops, muscle shirts, scoop neck and v-neck [2].

Especially a band in marketing, addition to being independent, used a management strategy with the partner media system. The system was implemented with the aim of strengthening promo management, especially concerning financing merchandise products such as the t-shirt [3]. The discourse has relations, especially in independent businesses by cooperating in producing merchandise, one of which is a t-shirt as a means of promotion.

Quoting Feldmen's statement in Dharsono stating that the level of sensitivity and understanding of works of art depends on relativity possessed by observers of art, aesthetic satisfaction cannot occur without the interaction of artwork with the artist, the interaction arises because of a conditions that support the effort to capture the aesthetic values contained in the artwork, namely intellectual conditions, and emotional conditions [4].

Feldmen's statement is in line with Freud in Eaton which states that artists change fantasy and subconscious desires that are depressed into known objects, some of us enjoy it because it has the same subconscious fantasy, Freud's statement states if we enjoy a work of art that happens because of the subconscious fantasy that is the same as that felt by the maker, the subconscious fantasy in question is an emotionally related condition, the statement is in line with the Feldmen statement above, namely the emotional condition of supporting someone in an effort to capture the values esthetic to a work of art so that aesthetic satisfaction will be fulfilled [5].

Aesthetically derived etymologically from the Greek root word "aesthetikos" which means observing with the senses (aisthanomai) aesthetic words are also related to sensory experience and the various kinds of feelings they cause [6].

The process of research and brainstorming is an advanced process of the design brief. In this process sampling images as references are very necessary as processing ideas and concepts. In the design, then a rough sketch is made as the implementation of the ideas and concepts that have been obtained [7].

Media development also influenced by technological support as well as the emergence of application needs on smartphones and open information about cyberspace. This causes the wildness of ideas to trigger creativity [8].

Physiological needs are interpreted with the word love, as well as love of his children, love of parents, love of the land of birth, love of cultural heritage [9].

3. METHOD

Achieve the objectives in this study, the steps taken are to determine the research problem by formulating the question. Next decide the sampling technique to focus on the object of research, in this case, are a brand that uses vulgar themed text and illustrations dan determining the data to get answers of problems. determine the data retrieval tool with methods of observation, interviews, and documentation, in the form of recording devices, cameras, and documents that are

relevant to the needs of information extraction. The next steps identify data analysis techniques using form theory and aesthetic theory approaches. The focus of the data in the study located in the Denpasar area with a distribution outlet selling vulgar themed t-shirts. Data sources in this study consisted of primary data and secondary data. Denpasar was chosen based on records, that this place became a t-shirt market with different themes, namely at the Pica fest event as a venue for the exhibition of t-shirt entrepreneurs.

Primary data collection techniques obtained through surveys, observations, and interviews. Studies conducted on brands that use vulgar themed texts and illustrations. Observations were made by observing various variants of the brand with vulgar themes, observations made on material, size, color and text and illustrations, while the interview method as one of the data collection techniques was carried out on the makers and users of the t-shirts, interviewing the creators to obtain data about how the creation process and the ideas underlying the emergence of the brand, while interviews with connoisseurs are to get data on what basis causes users to choose to buy vulgar themed t-shirts.

Through literature review that has relevance to the research subject. This data is used as a theoretical foundation to support primary data obtained from books related to the subject matter. In the secondary data to gather relevant literature review is done with literature study techniques, in-depth observation of data collected from books and papers.

Documentation was carried out to collect photographs related to vulgar themed t-shirts, then these photographs were used as documentary evidence to support the research.

This research is qualitative descriptive research, aims to describe various social phenomena that exist in society to be the object of research and attempt to attract the real surface as a characteristic, character, sign or description of a specific situation or phenomenon conditions [10].

The data analysis technique in this study uses form and aesthetic analysis, namely the use of

techniques to study text and illustrations on vulgar themed t-shirts based on the elements contained in the visual communication design, namely text, color, and illustrations. In addition, what terms are contained in vulgar t-shirts, the aesthetics to be discussed are works and connoisseurs of art.

Referring to the explanation above, the steps of semiotic analysis carried out to achieve the research objectives are as follows:

- Identify and describe the forms of text and illustrations contained in vulgar themed t-shirts through the perspective of scientific visual communication design.
- Discuss the aesthetics contained in the text and illustrations on the t-shirt from the point of view of the makers and connoisseurs or users of vulgar-themed t-shirts. The discussion was part of data mining to find out the purpose of designing this t-shirt.

4. RESULTS AND DISCUSSION

The purpose of this study is to find answers to the problems that arise, the first problem is to find out the form of text and illustrations on a t-shirt that uses a second vulgar themed text and illustrations to find out what aesthetics contained in the text and illustrations on the t-shirt use vulgar themed texts and illustrations. To achieve the research objectives as for the results of research that have been achieved during the research activities are as follows:

Based on the results of the field survey that the author has done in obtaining data regarding the types of vulgar themed t-shirts, three brands were chosen to be sampled, namely dirty art syndicate, mooi custom, and pepe lolok.



Figure 1: Dirty Art Syndicate.
Source: Personal Documentation.



Figure 2: Custom Mooi.
Source: Personal Documentation.



Figure 3: Custom Mooi.
Source: Personal Documentation.

What Distro stands for distribution outlet is a type of shop in Indonesia that sells clothing and accessories that are entrusted by the makers of clothing or own production. Distros are generally small and medium-sized industries that are clothing with independent brands developed by young people. The products produced by the distro are endeavored not to be mass produced to maintain the exclusive attitude of a product and handicraft. The concept of distributions began in the mid-90s in Bandung, at that time independent or indie bands in Bandung tried to sell their merchandise such as CDs / tapes, t-shirt, and stickers other than where they performed. The initial form of distribution is a home-based business and a storefront or shelf for selling t-shirts. In addition to the music community, eventually, many other communities such as the punk and skateboard communities also made small shops to sell their clothes and accessories. Now the distribution has developed even considered to produce products that have export quality.

To raise a business that was originally built based on a hobby, it requires high discipline in managing it. For some clothing companies that have emerged lately, idealism and limited capital become challenges that must be dealt with even harder. Because business must deal

with established clothing that appears first, regarding design development, not many are seriously researching and developing designs. As a result of the clothing boom in 2003, many of the followers who emerged from the origin of the existing design copy. Because to build a strong design character takes a long time and process.

In Bali, the distribution outlets are now very large in number. Generally, the products sold are various moves ranging from t-shirts, bags, pants and so on. The high public awareness of fashion and the emergence of awareness of using local products to make competition in the clothing world even higher with the emergence of new clothing products, this led to a variety of competition among clothing products.

Creativity and originality in the work of newly emerging clothing products are necessary to compete with products that have already been established so that for new brands that do not have high discipline and originality in the work will not be able to survive amid the tight competition of this clothing company.

Vulgar themed t-shirt form analysis, the material used was black cotton 30's tees and 100% cotton. Using primary colors of fabric is gray and blue, the illustration used was an illustration of hand drawing. While the text used came from serif letters family (has a hook) and sans serif (does not have hooks) both of these fonts have a reasonable level of readability. The colors used in t-shirts are white for illustration and yellow for text on the pepekok brand.

Dirty Art Syndicate itself carries the concept of nude art. Nude art is carried out aims to change the community paradigm regarding nude art, which not all nudity content has the element of porn. Nude art, erotism, and porn are considered to have thin boundaries and almost have in common, but this again goes back to individual tastes and aesthetics. It was also revealed that art is relative, depending on the person who judges. Mooi custom carries the concept of surfing, beach, and custom. These three things are hobbies from their owners who are considered to have relevance. The reason for using vulgar illustrations is based on his fondness for the sensuality of women, surf, and motorbikes.

These three things are admitted to each other as if giving a statement that is "destroy the beach with the bitches."

The vulgar concept he used on the pepekok lolok label because there was nothing wrong with vulgar words. It can even bring money if it can be created positively. Pepekok Lolok brand is just a piece of writing and does not necessarily refer to the wearer's behavior, which acts vulgarly like the t-shirt he uses.

Referring to Dharsono's opinion, the aesthetic problem consists of four things: aesthetic value (aesthetic value), aesthetic experience (esthetic experience), the behavior of people who create (artists) and art. Art and beauty are two things that cannot be separated from each other, but art is not merely an embodiment that comes from a particular idea but also comes from the expression or expression of all kinds of ideas that can be realized in a concrete form [7].

Aesthetics-based on connoisseurs of art, this level includes the results of perception or observation related to feelings or emotions obtained from the interaction between the perception of memory, and visual perception can also be said to be dependent on the sensitivity of the audience, in this case, we can design t-shirts call a user or user.

Related to the topic of research on t-shirts with a vulgar theme, discussions about the aesthetics based on connoisseurs of art will be presented by referring to the views above. Based on Freud's statement in Eaton [8] "artists change fantasies, and their unconscious desires become known objects, and some of us enjoy them because they have the same fantasies and desires" this happened in vulgar-themed t-shirt designs that initially appeared because of the designer's desire to show to the public that things that have vulgar content are not always bad they try to make nudity and erotica accepted by the public as art rather than porn, according to him nudity is beauty depending on which angle we look at, not all nudity content has the element of porn. According to him, nude art, erotism, and porn are very thin and almost have similarities, but this again goes back to personal and aesthetic tastes. According to him, art is relatively dependent on the person who judges.

The background above is the same - using t-shirt media as a form of creativity to express their expression in the work, so that this can be said in accordance with the formulation of Tolstoy's theory of artistic expression that exists in the sense of the artist's feelings and is in the sense of the feeling of enjoyers who use the product because it feels that nudity is not always porn, depending on the personal judgment of each [11].

The formulation of the theory above, is explained by x expressing y and only if the artist feels y when producing x, so can the conclusion of the t-shirt using vulgar theme text is used as a medium to express the emotions of users or artists who at the time of the creation process the artist or user feels the same feeling thus bringing ideas into words through t-shirt media.

A design must have an acceptable value or acceptance of a contextual form and apply to a certain period.

5. CONCLUSION

The form of text on vulgar themed t-shirts uses type fonts with excellent readability and eligibility levels, namely Arial fonts that are easily recognizable and have a high level of legibility. While the form of illustration used on vulgar themed t-shirts, using hand-drawn illustrations more emphasizes the sensuality of the human body. The use of illustrations that describe parts of the body that forbidden or taboo to watched become visual objects.

Aesthetics-based on connoisseurs of art contained in vulgar t-shirts include the perception structure associated with feelings and emotions. The results of the interaction of memory and visual perception create a sensibility sensitivity so that aesthetic satisfaction can be achieved. To encourage purchasing power to consume the t-shirt as one of the fashion support products.

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