

# Value Preferences of Satire Themed Design for Toddlers

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**Abstract** Many clothing manufacturers in Bandung offer innovation design to their customers either for adults or for toddlers. The innovations of design have spread into many thematic imaging, from the cute one until the extreme one. Each of thematic image has its own target markets, thus some thematic clothing companies have their own loyal customers. A company clothing offers satire theme for design innovation of the toddler's T-Shirt, which is delivered as a joke or gag although for some believe it has negative acceptances. This paper describe the pre-test of the research to examines the limitation acceptance of social value in Indonesia about the negativity of satire imaging which is used for toddler's T-Shirt design. Survey will be conducted to the young parents who have kids around 0-3 years old as the respondents in the continuations of the research. Preferences value of the T-Shirt design measured by conjoint analysis as in this paper combine the attributes in some satire designs to choose as expected results of the research. Also, this research conducted as for a clothing company interest only and not to judge the social value in Indonesia.

**Keywords** *Test Market, Satire, Clothing Company, Preference Value, Conjoint Analysis.*

## 1. Introduction

Bandung is one of the most sought after city shopping destinations by tourists both domestic and foreign tourists. Because Bandung not only offers the breathtakingly tourist spot but also a fashion shopping destination with many variety of quality fashion products such as clothes, t-shirts, shoes, accessories etc.

Many clothing manufacturers distribute their products in the city of Bandung, from the existing brands that already have a famous brand in national and even international level. And also the brand new brands which have grown to offering design t-shirt that more cheap with competitive quality.

With the continued development of fashion industry in the city, it is increasingly emerging garment-making industry in the city. One rapidly growing industry is the confection industry. The raw materials are easily available in nearby area because the textile industry itself is one of best commodity in Bandung. This is what allows businesses confection duo can easily create without boundaries in making clothes.

Bandung confection has grown rapidly and spread in all over the city with rapid innovation designs. And so the important thing is to make periodically innovation which can be accepted by the society.

## 2. Research Objective

With the huge number of t-shirt production in Bandung, in order to avoid the monotony of products and that customers do not get bored with the same design over and over again, then some clothing manufacturers are issuing new innovations with a variety of t-shirt design in any particular time span. Then the design innovation of the new t-shirt could also appear with any form of theme and character imaging.

As a business partner, the writer who is a designer of a clothing manufacturer wanted to issue a design innovation that is quite eccentric because took the satire imaging. The designer still not sure whether the results of this innovative design can be accepted by the society or not because the designer itself is aware that the satire design has an allusion sentences that containing negative sentences or negative imaging or negative impression. Thus this research is expected to examines the tolerances of society value preferences toward the negativity impression of satire design.

The design innovation will be targeting the children aged 0-3 years as the users, so the actual consumers who would use this product are the toddlers who actually do not understand yet about the world around them. Then the actual market being targeted is the parents of the toddlers itself.

### 3. Hypothesis

As said some belief, satire can be funny as a joke that gives tickling feel to the reader, but in other hands, satire can be the mockery or in the extreme stage it can cause confrontation in some community or believe.

Several design innovations generated are not always socially acceptable, there are some considered too insinuating a social value negatively affecting the social norm (social value). This research hypothesis is some satire designs are partially acceptable and the other partial cannot be accepted by society.

### 4. Literature Review

#### 4.1 GAG

GAG is one of branch of humor or comedy as in the dictionary gag is a joke or an amusing story which is emphasize on one forming part of act. The use of gags is commonly depicted in crime fiction, particularly in comics and novels and also often used in movies.

Actually the GAG is a slang word in show business area for some comedic ideas which are intended to provoke laughter. In other meanings, GAG also can be called as a prank. Some props or toys manufactured to make people feel confuse, frighten, or amuse. They are created as seemingly harmless items designed to humorously malfunction in such a way as to confuse or harm the target. A practical joke also can be defined as a GAG.

A Visual gag combines some a physical impossibility or an unexpected occurrence visually and without words being used at all. The alternative interpretation of the goings-on by the viewers could cause the humor imaging.

#### 4.2 Satire

If we look from the dictionary, satire is defined as the use of humor, irony, exaggeration, or ridicule to expose and criticize people's stupidity or vices, particularly in the context of contemporary politics and other topical issues. The mockery is created in a way to give slightly harassment opinion about the topic being exposed.

Satire is categorized as a genre from literature, graphic and performing arts, which are use some technic of vices, follies, abuses, and shortcomings to ridicule or ideally with the intentions of shaming individuals, corporations, government or society itself, into improvement. Its purpose is constructive social criticism, using wit to draw attention to both particular and wider issues in society by using the humorous style of communications.

A feature of satire is strong irony or sarcasm, irony is militant but parody, burlesque, exaggeration, juxtaposition, comparison, analogy, and double entendre are all frequently used in satirical speech and writing. This militant irony or sarcasm often professes to approve of the very things the satirist wishes to attack.

Satire is nowadays found in many artistic forms of expression, including literature, plays, commentary, television shows, and media such as lyrics.

Though satire was first defined by Quintilian and given form by Aristophanes, it was not necessarily "invented" by them. Elements of satire had been and would be used in a multitude of manners and mediums including literature, poetry, music, drama, fables, works of art, and eventually radio and television.

Horatian satire, named for the 1st century Roman poet Quintus Horatius Flaccus (or Horace), approaches satirical observations, literature and performance in a humorous and lighthearted manner. Where Juvenalian satire focuses on specific verbal or literary attacks on corrupt ideals or individuals, Horatian satire can act as a gentler alternative, while still making commentary on what the satirist believes is "good". Horace coined a series of phrases, including *carpe diem*, and his book *Ars Poetica* was esteemed as the definitive source of poetic form until the mid-19th century. In *Ars Poetica*, Horace wrote a number of satirical, though lighthearted, poems poking fun at the philosophical and political beliefs of both Greece and Rome.

Even today, Horatian satire has widespread influence in Early Modern and Modern Western literature, performance and art. Benjamin Franklin wrote several works of prose examining the political and social issues of his time in the form of Horatian satire. Amongst Franklin's more popular works was *Remarks Concerning the Savages of North America*. In the very first line Franklin shocks readers with an observation about the not-so-different cultures of Native Americans and colonists, without aiming to accuse or attack a specific individual or ideal.

Because it sometimes utilizes elements from several other literary terms, along with analogy, double entendre, exaggeration and even burlesque, it is common to misunderstand or incorrectly define satire. The term satire is most commonly conflated with irony, sarcasm, and parody. Irony and satire can be used in conjunction with one another to make critical observations of an ideal, individual, behavior or institution but as a result of their overlapping usage, their definitions tend to become confused with one another. Both forms of writing or speech constitute a theatrical, indirect form of communication that attacks their "victim", and both ironists and satirists rely on the

intelligence of the audience in order to interpret what is being "said"

The use of the terms satire and sarcasm are often confused with one another as well. Like with irony, the two ideas are not mutually exclusive-satirical works often include sarcastic observations or remarks. In this case, the most important distinction to be made lies in the concept of direct and indirect "attacks". Satire, by definition, is a form of indirect observation and critique; sarcasm can be a direct jibe or insult. Another notable distinction between the two is that satire is often prepared at length and refers to specific incidents, while sarcasm can be performed off the cuff.

## 5. Methodology

Survey will be conducted, the questionnaires spread to participatory respondent, which are young parents who like to dress up their toddlers with the new innovation of fashion. A t-shirt is one of the most favourite kinds of cloth by some parents because the fabric is comfortable for toddlers.

As this research objective is to examine the phenomenon that occurs in the satire image for the t-shirt design. The T-Shirt will be worn by toddlers and will be picked by the young parents.

This type of sampling method is expected to be free of bias in the way respondents were selected because this research used participatory sample and the selection reflects the characteristics of the whole population. The respondents were selected as representative from the population of the target market of the satire design T-Shirt.

Measurement the preference value of the t-shirt image used conjoint analysis which can rank the preferences. And the product which has the under rank will not launch to the society.

## 6. Discussion

There are three used attributes for the satire design and each attribute is categorized into two levels of code and will be combined to each other code of attributes, as it is described in Table 1. The value preferences will be examined more deeply from the designs that formed by the combination of these three attributes.

Table 1. Attributes T-Shirt Design

Atribut	Code	Level
Satire	1	Individual
	2	Community
Aesthetic	1	Piclet
	2	Letter
Moral	1	Quite
	2	Not

Table 2. Correlation table

		satire desain kaos	estetik desain kaos	moral desain kaos
satire desain kaos	Pearson Correlation	1	.000	.000
	Sig. (2-tailed)		1.000	1.000
	Sum of Squares and Cross-products	2.000	.000	.000
	Covariance	.286	.000	.000
	N	8	8	8
estetik desain kaos	Pearson Correlation	.000	1	.000
	Sig. (2-tailed)	1.000		1.000
	Sum of Squares and Cross-products	.000	2.000	.000
	Covariance	.000	.286	.000
	N	8	8	8
moral desain kaos	Pearson Correlation	.000	.000	1
	Sig. (2-tailed)	1.000	1.000	
	Sum of Squares and Cross-products	.000	.000	2.000
	Covariance	.000	.000	.286
	N	8	8	8

The alternative T-Shirt Designs have three attributes combination with each attribute has two levels of code, and as it can see in Table 2, the correlations of each attributes to another and The attribute of satire as main variable. The Price is not included as the attribute because the T-Shirts have the same price.

Table 3. Attribute Combinations

Satire	aesthetic	moral	CARD
1	1	1	1
1	1	2	2
1	2	1	3
1	2	2	4
2	1	1	5
2	2	2	6
2	1	2	7
2	2	1	8

Table 3 describe the maximum alternative designs from the combination of attributes, it generates eight alternative designs to be launched to the society.

The proposition of sequel research is to examine the value preferences of the eight alternative designs. The questionnaires will be spread to the young parents who are selected as the participatory sample.

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