

TYPOGRAPHY ON DESIGN T SHIRT SUPORTER OF PERSIB

Muhammad Hidayattuloh

e-mail: hidayatulloh@telkomuniversity.ac.id

Iman Sumargono

e-mail: imansumargono@telkomuniversity.ac.id

Visual Communication Department

Faculty of Creative Industry – Telkom University

Abstrak

Sebagai jenis pakaian yang digunakan sehari-hari, t-shirt pada saat ini kerap menampilkan gambar maupun teks pada bagian permukaannya. Gambar atau teks dalam t-shirt, dapat berperan sebagai elemen estetis atau menjadi bentuk ekspresi sekaligus identitas bagi pemakainya. Bagi para supporter Persib, t-shirt menjadi salah satu atribut yang sering mereka gunakan dalam mendukung Persib baik di dalam lapangan maupun di luar lapangan. T-shirt para supporter tersebut, secara umum menggunakan elemen teks sebagai bagian dari elemen desain serta menyampaikan pesan untuk mendukung Persib. Teks pada t-shirt supporter Persib, dikemas sedemikian rupa agar menarik perhatian khalayak. Dalam perspektif tipografi, huruf pada teks tidak hanya berperan dalam menyusun suatu pesan secara tekstual melainkan juga dapat menghadirkan persepsi visual yang mampu mendukung pesan yang dikandungnya sekaligus menarik perhatian khalayak.

Kata Kunci: t-shirt, supporter, Persib, tipografi

Abstract

As a type of clothing used in daily life, a t-shirt at this time often displays images and text on the surface. Picture or text in a t-shirt, can act as aesthetic element or a form of expression as well as identity for the wearer. For the supporters of Persib, t-shirt becomes one of the attributes that they often use in supporting Persib both in the field and off the field. T-Shirt of the supporters, generally uses text elements as part of the design elements and conveys messages to support Persib. Text on t-shirt supporters of Persib, is packed in such a way to attract the attention of the audience. In the perspective of typography, the letters in the text not only play a role in preparing a textual message but also it can present a visual perception that is able to support the message containing and attract the attention of the audience.

Keywords: t-shirt, supporter, Persib, typography

1. INTRODUCTION

In communication, language has an important role as a mean of delivering a message. In visual communication design, visual language is used as a mean to convey a message. As Rene Arthur explains, visual language consists of visual elements, images, letters, layouts, and formats in forming a message (Rene Arthur, 2007, p. 43). Through visual language, a visual communication designer can express his communication message through posters, logo, or through graphics on a t shirt.

Early in the late nineteenth and early twentieth centuries, t shirt was not a clothing commonly worn as an outfit. T shirt was often worn by European soldiers during World War II. In 1947, t shirt began to be known by the public through the celebrities who often used it as outfit such as Jhon Wayne, Marloon Brando in the movie a street call named desire in 1951 (M.I. Tobroni, 2011).



Image 1. Movie Poster A Streecar Named Desired
[Source: [en.wikipedia.org/wiki/A_Streetcar_Named_Desire_\(1951_film\)](http://en.wikipedia.org/wiki/A_Streetcar_Named_Desire_(1951_film)) access date 26/2/2018 time 10:00]

The flat surface on the chest, back, or sleeve on the t shirt, allows the placement of images or text containing expression and even a sign that states a particular group organization. In other words, the t shirt at this time has

undergone a function shift. T shirt is not only as a type of outfit but also it can be used as a medium of expression for a group.

As a medium of expression, t shirt is often used by supporters in Indonesia as well as abroad to express expression or identity in supporting a soccer team. For example, West Ham United supporters known as Inter City Farm (ICF) often use t shirt as an attribute used by their members. From a number of t shirts made by this supporter group, a t shirt with a picture of a pub with a broken door condition, is the most famous t shirt. In the t shirt there is a broken pub photo with added text "London taravel card: £ 4.50, ticket for match: £ 30.00, smashed up bar by ICF: priceless!" (Spaiij, 2006, p.147).

Like football supporters abroad, Persib Bandung supporters use t shirt as an attribute in supporting Persib. The t shirt that they wear contains expressions in supporting Persib delivered through images and text. T shirt of Persib supporters are very easy to be found in Bandung or at some selling sites available on the internet.



Image 2. Persib supporters who use t shirts as attributes

[Source: <http://www.pikiran-rakyat.com/bandung-raya/2017/04/15/bobotoh-parkir-di-sisi-tol-untuk-tonton-persib-vs-arema-polisi-siapkan-ini>. access date 27/2/2018 time 21:23]

Based on the t shirt designer of Persib supporters which the author found in some online buying and selling sites, they have tendency of using certain types of typography that become elements of design on the t shirt.

The use of right type of typography and supported by the headline sentence will form an impression for the audience who reads the sentence. The tendency to use certain types of typography on the Persib supporters t-shirt sold on several online sites of selling and buying, will be the subject of research conducted by the authors.

2. RESEARCH METHOD.

In this research, the authors look for Persib supporter t-shirt at some online buying and selling sites as the object of research. Considering the large number of existing t shirt designs, the authors only take two t shirt designs as a case study by looking at the trends in the existing design. The next step, the object of the research will be discussed through literature review based on typography theory, headline, and visual perception (gestalt).

3. DATA DESCRIPTION

As explained in the introduction, the text on Persib supporter t-shirt is part of the supporters' expression in supporting Persib. Placement of text on Persib supporter t-shirt is more dominant in the back and chest. The selection of clear sentences and combined with the form of letters raises the character of the message in supporting Persib presented to audiences who see the t shirt.

Image	Image Source
	http://theoriginalvikingfanshop.com/product/satu-bendera/ access date 13/2/2018 time 12:04

	http://www.officialvikingpersibmerchandise.com/product.php?act=detail&id=126 access date: 26/2/2018 time 12:16
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Table 1. T Shirt to be used as research object

4. THEORETICAL APPROACH

4.1 TYPOGRAPHY

In textual communication, the letters have a role as a word-forming element as well as sentences in the form of a message. In visual communication design, letters will be reviewed from a typography perspective. By definition typography, is the study of the form of letters; where letters, numbers, or punctuation are not only seen as sound symbols. Rather as a form of design (Priscilia: 1999).

In other side, Rene Arthur (2009, p.29), the letters in typography not only function in symbolizing a sound symbol, but also the letters can be reviewed based on various aspects. Among them is the formal aspect, where the letters have dimensions of thin thick and type serif and san serif that can affect the meaning of the word it contains. Apart from the formal aspect, the letters can also be viewed from the textual aspects in which a letter can be literal or symbolic.

Another aspect of a letter is contextual; letters can change according to the context as headline, sub headline, bodycopy or caption. In his discussion, Rene Arthur mentions that the letters also have oral aspects, where every word read has an echo of sound in the minds of its readers. The role of a designer in this aspect is to present a soft, high, low, an echo of the letter used. Apart from the oral aspect, there is a historical aspect that can present a strong atmosphere in accordance with the historical value contained in the letter.

While the last aspect of the letter based on exposure Rene Arthur is a technical aspect in which aspects of this technique can affect the tone of the message on the text it contains.

Looking at the formal aspects mentioned in the previous paragraph, the letters will be divided into letter families. Where in each family will have members of its family. Letter family is divided into three family members i.e. light, regular, and bold. Where the three members of the letter family have similar physical characteristics, but they have a weight difference. The categorization of family members is seen based on the comparison value between letter height and stroke width on the letter (Danton Sihombing, 2003, p. 28)

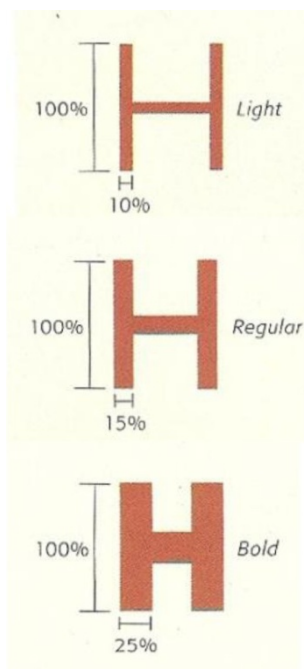


Image 3. The value of comparison between letter height and line thickness to determine the type of letters light, regular, and bold

[Source: Danton Sihombing. 2001: 28]

4.2 HEADLINE

In an ad display, the headline is characterized by a large size, with a short

message content and it can attract the attention of the reader. It is expected that the message in the headline will be inherent in the memory of its readers (Adi Kusrianto, 2009, p. 328).

Looking at the message contained in the headline, there are two approaches that can be used to express the message in the headline, i.e. by using rational or emotional appeals. Rational appeal in the headline shows more benefits both in quality, economic value, and performance of a product. While the emotional approach evokes more emotions that push an image to a product (Moeljadi Pranata, 2001). Apart from the appeal, style and sentence structure in headline writing can be statements, arousing curiosity, curious, questioning, surprising, rhetoric, or persuasion (Agus S Madjadikara, 2005, p. 40).

4.3 VISUAL PERCEPTION (GESTALT)

According to Danton Sihombing, visual perception in typography can apply the gestalt principle. In the theory, gestalt refers to similarity, continuation, proximity, and closure. Similarity is an object seen simultaneously in a group, while continuation is a visual arrangement that can accompany eyes movement, another thing in the theory of gestalt is the proximity which is a unity or grouping formed due to the correlation between elements of adjacent elements, and the last from the theory of gestalt is closure as a closed form or connect so it looks more stable (Danton Sihombing, 2001, p. 80).

5. DISCUSSION

5.1 TYPOGRAPHY ON PERSIB SUPPORTERS T-SHIRT

Looking at the formal aspect, the letters used in the two t shirt contained in table 1 use the san serif typeface. As mentioned in the previous discussion, the letters of san serif have no hooks located at the ends of the letters. Another feature found in the sanserif letter is a stroke that has the same value or the absence of thin thick line fusion on the stroke (Adi Kusrianto, 2009, p.204).

Historically, the letters of san serif have been known since the 19th century. However, the use of font san serif at that time is still limited for display needs only. While in the 20th century, the use of font san serif is increasing, because the font is more functional and easier to read in order to deliver the message clearly to the audience. (Danton Sihombing, 2001, p.53). Thus it is not surprising that the two t shirt contained in table 1 use sanserif letter

From the text contained in table 1, the author takes one of the letters from each t shirt then he compares between the height and width of the stroke on each letter. From the calculations performed, the author gets an average of 25%. In other words on the t shirt in table 1, there is a tendency to use bold letters in the selection of typography. According to Danton, bold is a typeface that is often used as a headline in advertisements, posters, and other applied media (Danton Sihombing, 2001, p. 28).

Apart from the formal aspect, oral aspects in writing sentences on t shirt of Persib supporters also note. Sentence writing using capital letters, gives the impression that is more shouting or louder in voice of the message. As mentioned in the previous discussion, in this aspect a visual communication designer must be able to present the hard dimension or softness of a message in the mind of audiences.

Technically, the text contained in Persib supporter t-shirt printed on the fabric through screen printing techniques. The screen printing ink character is able to cover the fabric perfectly, it can present a clear contrast between the color of the fabric with the color of the letter so that the message on the t shirt can be read clearly by the audience.

5.2 TYPOGRAPHY AS A FORM OF HEADLINE ON T SHIRT PERSIB SUPPORTER.

Based on its function, the headline plays a role to attract the attention of audiences. Thus the sentence on the headline will be arranged in such a way to attract attention. Referring to the headline contained in the t shirt in table 1, the use of rational and emotional values are used on each t shirt. The first T shirt with the words "*Satu cinta di bawah satu bendera demi satu nama Persib*", emphasis on more emotional value. In this t shirt looks how Persib supporters positioned his favorite club as a pride and will continue to defend. While on the second t shirt, more likely towards the rational. The phrase "Persib Bandung 1933" emphasize the position as the club football, an origin football club from Bandung.

In the style of writing, the headlines in the two t shirt contained in table one, using the style of writing that is a statement, either a statement in the form of support to Persib and Persib identity as a football club from the city of Bandung.

5.3 TYPOGRAPHY AS A TOOL FORMING VISUAL PERCEPTION AT T SHIRT SUPPORTERS PERSIB.

In addition to functioning as a text-forming element, the letters in typography also play a role in shaping visual perception. In its formation, a designer can take on his role to create creative design in order to display text and to be more interesting to attract the reader's attention and increase its effectiveness

in conveying the message to the audience.

a. VISUAL PERCEPTION ANALYSIS ON T SHIRT 1



Image 4. T Shirt Supporters Persib With Headline. “Satu Cinta Di Bawah Satu Bendera Demi Satu Nama Persib”
[Source: theoriginalvikingfanshop.com/product/satu-bendera/ access date 13/2/2018 time 12:04]

In figure 4, the similarity seen formed is from text on t shirt of Persib supporter more likely to form a box. The text arrangement on the t shirt as well as the bold letter selection reinforces the shape of the box. If you look at the information presented in the t shirt, the size of the letters affects the eyes movements of the reader will form the continuation or direction of the eyes movement from top to bottom. This top-down movement is due to the size of the letters in the phrase "satu cinta dibawah" has a larger font size when it is compared with the phrase "satu bendera demi satu nama". While the color in the word "Persib" used different colors with sentences on it. In other words on the t shirt, there are two groups that are formed i.e. groups of text with white and blue text groups.

Looking at the gestalt theory mentioned by Danton, the classification formed by the element equation is a proximity. Looking at the tendency, the reader's eyes will see the white group first in comparison to the blue group. This is because the size of the white color group is larger when it is compared with the blue group.

Image	Information
	Similarity in text that tends to be boxy
	Continuation or direction of eye movement from top to bottom
	The proximity of the reader's eye will see the white-colored group and the blue group

Table 2. Visual perception analysis on t shirt 1

b. VISUAL PERCEPTION ANALYSIS ON T SHIRT 1



Image 5. T Shirt of Persib Supporters With Headline “Persib Bandung 1933”

[Source:officialvikingpersibmerchandise.com/product.php?act=detail&id=126 access date: 26/2/2018 time 12:16]

In contrast to image 4, in image 5, the similarity of the text is more likely towards the triangle. While the preparation of the size

of the letter makes the flow of the eye movement of text reading from top to bottom, it is same as the flow of reading in image 4, in other words continuation that occurs is the direction of motion from top to bottom. As for the proximity or grouping, the dividing line between the "Persib Bandung" and "1933" text will form each group consisting of one group containing the text "Persib Bandung" and text "1933". While the line found on the top and bottom text "Persib Bandung" will form closure, although on the side there is no line to connect it.





Image	Information
	<i>similarity in the text is more inclined towards the triangle.</i>
	Direction of eye movement or continuation, moving from top to bottom
	The division of groups or proximity occurs because of the line on the top and bottom of the text "Persib Bandung".
	Is atas dan bawah text "Persib Bandung" akan membentuk <i>closure</i> meskipun tidak terdapat garis di kedua sisi tersebut.

Table 3. Visual perception analysis on t shirt 2

6. CONCLUSION

Based on the previous discussion, the letters in typography will have two functions. Its main function is to form a text either headline or the other, where the message is delivered textually. In addition, the letters in typography also have other functions than to form a text. Through the gestalt theory approach, a text will be able to present a visual perception that will affect the audience in reading the message

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