

Teenagers' Preference for the Aesthetics and Accessories of a Bag

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Abstract— In developing a product, the preferences of the user community must be considered carefully so that new products will always sell well in the market. The society of product users in a region can differ from one region to another in terms of whether or not the population is heterogeneous. This can also affect people's preferences when choosing a product. The conclusions of several studies that have been carried out show that a person's culture affects the level of preference/choice towards the product. The contribution of the handicraft industry to the national GDP was 15.7 percent. Tas women with distinctive materials made manually is one of the craft products that has the opportunity to be developed. Based on the background above, it is necessary to know the preferences of teenagers in choosing fashion products, namely bags. The purpose of this study is to find out what are the preferences of fashion products from teenagers. The method used in this study is the descriptive method. The results of this study were teenagers' preferences for accessories and aesthetics of bags using ethnic materials are 1) accessories: for bag handles is to use rings; The bag cover/opening is uncovered using a zipper lock; Most bag pockets do not have pockets. 2) Aesthetics: 1) For materials, most use a combination of fiber materials with other types of fibers such as ulap doyo with purun or like doyo fiber with jute fiber.

Keywords— Teenagers, preferences, bags, accessories, aesthetics.

I. INTRODUCTION

In developing a product, the likes (preferences) of the user community must be considered carefully so that new products will always sell well in the market. According to Lee & DeLong (2018) in a study entitled Re-birthing fashion handbags as a collaborative design project, it can be concluded that the results of the remade design analysis show that the most common reason for not choosing a product on the market is a design that does not need attention because it is too common or no different from other similar items. In such cases, consumers can replace this basic design with a cheaper brand product. Thus, remade fashion bag designs are given unique design features and utility that consumers can recognize as associated with brand identity. (Re-birthing fashion handbags as a collaborative design project, Yoon Kyung Lee & Marilyn DeLong, 04 June 2018). From this conclusion, it can be seen that product features / components are one of the important things in a design.

The community of product users in a region can differ from one region to another in terms of heterogeneity or not the population. This can also affect people's preferences when choosing a product. According to Raid & Gopal (2014) in a study entitled Study of consumer buying behavior on Branded ethnic apparel, concluded that consumer buying behavior has something to do with age group, occupation (occupation) and

has nothing to do with gender, family annual income, and region.

According to Leng & Botelho (2010) in How does national culture impact on consumers decision-making style? a cross cultural study in Brazil, The United States and Japan, concluded that there are differences in decision-making styles according to the culture of consumers. In his research entitled The Relationship Between Local Factors Against Their Preference Tendency (Nofiauwaty, 2010) concluded that there is a level of association as a native of Palembang with favorite colors, favorite motifs, favorite food flavors and favorite shopping places. The conclusion of several studies that have been done shows that a person's age group affects the level of preference / choice towards products and one aspect of the product is the favorite color.

In Lestari's research (2020), it was concluded that 97.7% of respondents had more than one of the latest fashion collections and the rest stated that they did not have. According to Halim (2017), in generation Y's consumptive behavior for fashion products states that the fashion products that are commonly purchased are bags (38.7%), clothes (33.6%) and shoes (21.2%). According to Wardana (2017) in the Representation of Popular Culture in Consuming Branded Fashion Products states that popular culture represented by consumption carried out by students is that, when they use branded fashion products, in reality they do not only use the use value in them. In the study of Student Consumptive Behavior in buying Fashion Products from data, it is known that role and status factors, reference groups, and lifestyle factors are more dominant that influence student consumptive behavior in buying fashion products (Hasan, et al, 2021).

According to Industry Minister Airlangga Hartarto at the opening of Indonesia Fashion Week (IFW) 2017 in Jakarta, Wednesday (February 1, 2017), that the fashion industry contributes greatly to the country's foreign exchange, national GDP and employment. Based on BPS data, the export value of fashion products in 2015 reached USD12.11 billion with the main markets of the United States, Europe and Japan. Furthermore, the contribution of the fashion industry to national GDP is 1.21 percent. Meanwhile, as a labor-intensive sector, the fashion industry is able to absorb a workforce of two million people or 14.7 percent of the total workforce in the industrial sector.

The five non-oil and gas processing industry sectors that recorded the largest export value in 2019, namely the food and beverage industry which was able to penetrate up to US \$ 27.28 billion. Then, the base metal industry amounted to US \$ 17.37

billion, and the textile and apparel industry reached US \$ 12.90 billion. (<https://kemenperin.go.id/>).

One of the online marketplaces, Shopee, said that the highest transaction recorded on their application was the fashion shopping category. According to Chris Feng as CEO of Shopee, at Fairmount Hotel, Friday (01/19/2018), those included in the fashion category with the highest transactions are clothing, shoes, and other display complements. It is stated that of the 400 thousand transactions that occurred, the highest is the fashion category that is in demand in Indonesia.

Along with its development, fashion is not only dominated by one type of product, namely clothing, but also develops in accessories such as shoes and bags. From history can be seen, in the 1950s, the postwar economic boom triggered a fashion revolution, pioneered by the New Look of Dior. Dresses with a well-fitting waist, long skirts graze the ankles, and women need smaller, structured handbags to balance this new silhouette. The 1980s, with its maximum style and rampant consumerism, were heydays for fashion, and handbags were the fastest way to communicate their owner's style. (<https://www.vogue.co.uk/gallery/bag-trends-by-the-decade>). Thus, women's bags are one of the fashion accessories products that have the opportunity to be developed.

As a fashion product, women's bags have aesthetic value, one of which is the color and appearance of the material. In addition to aesthetic value, bag accessories also play a role in the detailed appearance of a bag. Based on the background above, it is necessary to know the preferences of teenagers in choosing fashion products, namely bags.

II. METHOD

The method used in this study is the descriptive method. Where the explanation of the steps is as follows:

1. It is necessary to describe first the bag product that will be used as an object in the questionnaire.
2. After determining the design of the bag as the object of research, it is determined the aesthetic dimensions to be used and the dimensions of accessories to be studied
3. After that, a questionnaire was made to 40 respondents which included preferences for aesthetic dimensions and also preferred accessories.
4. Questionnaire dissemination
5. The calculation of teenagers' preferences for bag design is seen in terms of aesthetics and the use of accessories.

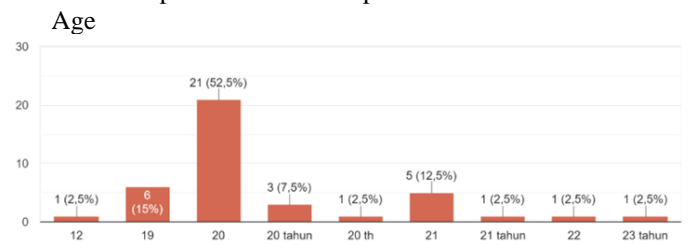
6. RESULT AND DISCUSSION

Products used as objects are bags for teenagers with ethnic materials. There are ten bag products that are used as research objects. As for the aesthetic dimensions, color and material are selected, while for accessories, the type of handle, the type of cover and the pocket are selected. As for some choices of types of accessories can be explained as follows:

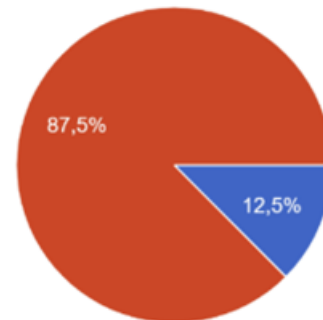
1. Handling,
 - a. above
 - b. There is a ring
 - c. there is a buckle
 - d. rolled
 - e. iron chain

- f. iron chain woven skin
2. Concluding Part
 - a. No front cover
 - b. Full front cover
 - c. Half front cover
 - d. Half front cover with latched swivel key
 - e. Half front cover with slot lock
 - f. Fold cover with zipper at the end & magnets on the inside
 3. Pouch Parts
 - a. Pouch with lid with snap button
 - b. Pouch with lid with button button
 - c. Pockets with hooked locks
 - d. Pouch with lid and buckle
 - e. Pouch with lid and lockdown tucked in
 - f. Zippered pouch

Data from respondents can be explained as follows:



Gender (red is female and blue is male)



From the results of respondents' preferences, the following results were obtained:

No	Types of bags	Bag handle	Bag opening	Bag pouch	Accessories	Material
1	Tote bag (water hyacinth, pine wood)	There is a ring	No front lid, zipper	No pockets	None	Combined 2 ingredients, fiber & wood
2	Sling & tote bag (ulap doyo, macrame)	There is a ring	No front cover, drawstring	There is no cover	None	Combined 3 ingredients, 2 fibers and acrylic
3	Tote bag (leather, ulap doyo)	No ring	No front lid, buttons	Uncovered, half-button covered snap	There is, a small wallet with a ring	Combined 2 ingredients, fiber & leather
4	Sling bag	There is a ring	No front lid, zipper	No pockets	None	Combined 2 ingredients, fiber & rattan
5	Tote & sling bag	No ring	Half-lidded, zipper, button	There is no cover	None	Combination of 2 ingredients, fiber, leather & purun
6	Tote bag	No ring	No front lid, zipper	There is no cover	None	Combined 2 ingredients, jute fiber & fabric fiber
7	Clutch bag & sling	There is a ring	Half-lidded, zipper, button	No pockets	There, knitted hangers	Combined 2 materials, knitting & fiber fabric
8	Tote & sling bag	Above, there is a ring	Half-lidded, zipper, button	No pockets	There is, a small wallet with a ring	Combination of 2 ingredients, water hyacinth & batik fabric fiber
9	Tote bag	There is a ring	Half-lidded, snap button	No pockets	None	Combined 2 materials, bamboo & pine wood

From the data that has been obtained, it can be seen that from the eight existing bag designs, respondents' preferences for:

a. Accessories, namely:

1. Bag handle

There are seven bags that use handles whether there is a ring or no ring, and only one bag uses the handle of the above type. Those who use ring wear handles are four bags. And those that do not use a handle without a ring there are three bags

2. Bag cover/opening

There are three bags that use half covers, there are five bags without lids. There are three bags that use zipper locks, those that use snap button locks have one bag and drawstring locks have one bag. While the half-covered bags are all three bags using zipper locks and buttons.

3. Bag pouch

There are four bags, of which three bags are uncovered and one bag is covered. Four bags have no pockets.

4. Bag decoration (accessories)

Of the eight bags, there are five bags that do not have decorations (accessories). There are three bags that have decorations / decorations where two bags have decorations in the form of small wallets hung on the body of the bag and one decorative bag in the form of hangers made of knitted material.

b. Aesthetic dimensions, namely:

1. Material

The bag material of the eight bags is a combination of two or three materials. There are five bags that use a combination of two fiber materials such as doyo, purun and cotton fibers. There are two tyas that use a combination of fiber and a type of wood and one bag using fiber and acrylic combining materials.

2. Color

Of the eight bags using the dominant color, namely natural colors, namely between light brown to dark

brown. It has several color accentuations, namely blue, purple and red.

From the discussion above, it can be concluded that teenagers' preferences for accessories and aesthetics of bags using ethnic materials are 1) accessories: for bag handles is to use rings; The bag cover/opening is uncovered using a zipper lock; Most bag pockets do not have pockets. 2) Aesthetics: 1) For materials, most use a combination of fiber materials with other types of fibers such as ulap doyo with purun or like doyo fiber with jute fiber.

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