CHAPTER 1

INTRODUCTION

Background of the Study

All babies are born naked, but no one grows naked. People need clothes to cover their body. By wearing clothes people are practicing an act of politeness of living together in society as part of civilized social being. Clothes also include in one of the primary needs. Frey (2014), stated that human needs food, water, air, safety, warmth, shelter, health, and sex in order to survive. Therefore, clothes are necessary in order to keep us warmth. Clothes that people need for daily outfit must be comfortable on their bodies while doing their activities. The writer sees this case as an opportunity to make creativity in clothing.

The previous study on clothing concept and semantic theory has been conducted by Maknuna (2016). He claimed that clothing is needed to cover the body and wearing them as an act of politeness in society. Clothes should be comfortable to wear. This opinion is proven by Emine in his previous study. He stated that clothing comfort can be described as that a person feels physiologically and physically balanced and satisfied in those clothes and under the current environmental condition (Utkun, 2015).

There are many kinds of clothes, and one of them is called t-shirt. The writer divides t-shirts into two types. They are non-printed and printed t-shirts. Printed t-shirt is the one with picture, while non-printed t-shirt have no pictures or words on

them. Non-printed t-shirt look more interesting from their colors. T-shirts have pictures that usually use cartoon characters, idols, fruits and vegetables, animals, and transportations as attractiveness. These kinds of t-shirts are suitable for kids because they like pictures and something colorful.

However, the writer has another way to design the t-shirts. The writer uses flannel to create the applications which are applied on the t-shirts as substitute the printed design. The t-shirts have pictures on there also put text as a highlight message, values, or information or sometimes the name, label of the picture. The writer sees these issues as a chance to make products that are useful as a need to wear that contains the knowledge of vocabulary for early children.

Showing picture is one of many ways to teach foreign language especially English to young children. Vernon, Gerlach, and Elly as cited in Leny (2006) explains that through this way, they will know many things especially things that do not exist on their surroundings. For example, children can learn about animal that live in the forest such as tigers, or transportations that are not in their garage such as train.

The picture which is combined with English text is good to young children in learning a foreign language because it may help them to learn the foreign language such as English. Butler (2013) mentioned this language is widely spread in all countries across the globe. He mentioned that English language in Indonesia is a foreign language because of that the resident have to master it. The world use popularity of English language in many aspects of life.. The writer sees an

opportunity among language, picture, and a t-shirt that can be made a product to young children.

Every product produced for young children needs parents' perspective about those products. It is because kids are unable to choose the better thing for themselves yet. In this part, parents take an important role in helping their children to choose better things. The aim of making this research is the desire of the writer to make the readers understand that creativity is not limited that t-shirts are not only clothes that are used to cover our bodies. They also can be used as media to put much creativity on them.

Field of the Study

The field of this study is applied linguistics. The reason why the writer does this research because of the writer needs to know about parents' belief in the use of texts and pictures on t-shirts to enrich their young children.

The writer starts this research since the first semester of her study in Englishpreneurship of Faculty of Language and Art.

Scope of the Study

This research focuses on finding out how the collaboration between texts and pictures are used as the design of t-shirts for young children. The research will be conducted in Semarang, Central Java. The respondents will be parents from *Sang Timur* kindergarten where the siblings of the writer also study there.

Problem Formulation

The Researcher formulates problems related to the use of texts and pictures on t-shirts as follows: What are the parents' belief in the use of texts and pictures on t-shirts to enrich their children vocabulary?

Objectives of the Study

Regarding the problems mentioned, this research is conducted to achieve the following objects:

Find out the parents' belief in the use of texts and pictures on t-shirts to enrich their children vocabulary.

Significance of the Study

By conducting this research, the writer hopes that this research will make people understand that t-shirts can be used as a medium to realize creativities and as a media of sharing English text meaning. The specific thing of creativities on t-shirts is text explained by pictures. The producer makes pictures from common objects so that it will easily be understood by young children. The English text on t-shirts are the purpose of making these t-shirts and also as a research of this study. In other words, the writer will spell out that learning English language through pictures are also

available on a t-shirt. This study can be a reference to the next researchers who are interested in applied linguistics especially in this research and also for new entrepreneurs who are running in clothing and education.

Definition of Term

a. Picture

According to Wesbter (2019) a design or representation made by various means (such as painting, drawing, or photography). While picture according to Mariana Karim and Fatmi Ahmad are the visual aids, which can give more information more clearly than things which are expressed by words. Moreover, pictures according to Arief are the simplification or imitation from the real things.

b. Vocabulary

Vocabulary is one of some important components of learning a foreign language. Schmitt (2015), stated that vocabulary is one of the language components measured in language test. Another definition about vocabulary according to Harimurti Kridalaksana as cited in (Leny, 2006) is "a component of language that maintains all of the information about the meaning and using a word in a language." It means that vocabulary explains the meaning of a sentence.

c. Believe

People who believe something do not need actual knowledge to proof that is true or not. Some people belive because of culture some people believe because of god that is not be proven true or not. Just believe and what they believe happen to them.believe is strong thought of people in something (Jorcoran, 2006).