

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Clothing is one of the fundamental human needs. It cannot be disjointed from social life. As time evolved, the function of clothing began to develop. It becomes a medium to show self-expression. Hristova (2014) mentioned how the clothes start to speak in different social definitions. Clothing can function as a communication tool for self-identity, culture, lifestyle, even social strata. Furthermore, it can be a symbol of economic status, gender identity, sexual identity, and religion. In addition to that, clothing mirrors the norm and value of a Nation. Individuals have their own way and uniqueness to dress themselves, because Individuals have the desire to find and reveal who they are through clothing. People can show their cultural and social identity through the way they dress ((Feinberg et al., 1992) This is why there is a saying that people speak through clothes.

The clothes referred to are not only clothes that are used in daily activities, but also clothes that are used in certain events or activities, such as that for work and study. One of which is a swimsuit. Through swimsuits, individuals can express themselves. Aside from swimming equipment, swimsuits are used as a means to show cultural and social identity as well. Moreover, it shows individuals' economic status.

Varied swimsuits' designs remain in the market. People can choose any design that is suitable for them. Heaps of considerations are being considered when people buy swimsuits. The considerations derive from the social, culture, economic, and their Perception towards the swimsuit. People's Perception can influence the consideration to buy a swimsuit. This indirectly affects the businesses of swimwear. Because of this Entrepreneurs can do marketing by considering the aforementioned.

Based on the above background, I am encouraged to do research on female young adults' perceptions towards swimsuit as a characteristic of social identity. I believe that my research can help me market the swimsuit product found in Central Java and The Special Region of Yogyakarta.

1.2 Field of the Study

The field of this study is the creative industry.

1.3 Scope of the Study

This study focuses on finding out the young adult's perception about two-piece and colourful swimsuits and their buying decisions. The subjects of this study are also limited to those who are from Central Java and The Special Region of Yogyakarta and whose age range between 18 – 35 years old as the swimsuits that the writer sells are for these aged people.

1.4 Problem Formulation

The research questions for the study are as follows.

1. What are the female young adult's perceptions of two-piece and colourful swimsuits?
2. What influences the female young adults to buy the products?
3. What are the processes done by the female young adult in buying the products?

1.5 Objectives of the Study

With regards to the problems mentioned, this research is conducted to achieve these following objectives:

1. To find out the female young adult's perceptions of two-piece and colourful swimsuits?
2. To find the parties that influence the female young adults to buy the products?
3. To reveal the processes done by the female young adult in buying the products?

1.6 Significance of the Study

It is hoped that this final project offers theoretical and practical significance. In terms of theoretical significance, it is hoped that the final project contributes to the additional knowledge to readers, in particular to people interested in understanding fashion such as swimsuits. This study can be a guideline for those who want to start a business in fashion, especially swimsuits.

1.7 Definition of Term

1. Perception

Perception means as the process by which individuals choose, organize and interpret their stimuli that relates to their choice of buying decision. (Yee & Yazdanifard, 2014)

2. Customer Perception

The concept of customer perception was created by their experience on how they observe the service that is offered by the company and in the end whether they are actually satisfied with the experience or not. (Yee & Yazdanifard, 2014)

3. Buying/Purchase Decision

A consumer's decision to modify, postpone or avoid a purchase decision is heavily influenced by one or more types of perceived risk: functional risk, physical risk, financial risk, social risk, psychological risk, and time risk. (Kotler & Keller, 2018)

