

Johor Bahru District Identity Through Lawsonia Anermis for Public Transport Personnel Uniform

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Abstract

The uniforms of public transport that public employees wear currently are a moving visual identification persuading a corporation's appearance and a key factor in deciding public transportation for consumers who receive services from. Based on the increasing heavy usage of public transport in Malaysia, it views this trend as a great opportunity as a platform to expand and emphasizes red henna flowers or Lawsonia Anermis design through public transport personnel uniform in Johor Bahru district. Some of society does not know that Lawsonia Anermis's motif is the symbol of the Johor Bahru district. Moreover, this motif has not yet been introduced or expanded at any personnel uniform. Besides, the problem statement of this research that concern about there is not many groups using and do exploration about Lawsonia Anermis's motif as a design on any personnel uniform for public transport workers. Therefore, proper public transport personnel uniforms have to be developed by reflecting the image and identity of Johor Bahru through its official flower of Lawsonia Anermis. There are three goals to accomplish this research goal which is to discover a significant of Lawsonia Anermis plants that are associated with Johor Bahru official flower. Next, to determine the potential of Lawsonia Anermis plants into design elements. Lastly, to identify proper design criteria for public transport personnel uniforms based on Lawsonia Anermis conception. In this research, the true quantitative method was applied. The primary data includes questionnaires, photo records and sampling. The secondary data includes the internet, articles and books. Next, the data analysis will be distributed to 100 respondents of public transport workers in the Johor Bahru district. Although the sample study is limited, the outcome of this paper can be widely used as a reference and important guidelines for the design of personnel uniforms to create local identity integrity and thus able to establish the identity of a local and foreign.

Keywords - District identity, Johor Bahru district, Lawsonia Anermis, personnel uniform

1. Introduction

A Uniform is a distinctive design uniform that wears by the members of a specific community as a way of identification such as military uniform, navy uniform, prison uniform, work uniforms and services uniforms, school uniform Robison J. (2005) Commonly, the uniform was used to stand out in a group and to express continuity It also has uniforms that distinguish who in a workspace is. In particular, the progress of the future expressed in the company's uniforms, which put a high emphasis on positive image creation to maximize customer appeal, would be a non-verbal culture through emotions that enforce corporate or personality meanings through visual means (Kim & Kim, 2013).

Next, in this country of Malaysia, there are many motifs or surface decorations used in the uniform to represent the company that connects with the transportation. For example, the kind of public transport that applies motifs on the uniform are MAS, Malindo Air and Firefly aircraft which are it is revealing, and it is obvious to show the aircraft carrier involving public transport. Among the various uniforms worn in different areas, a uniform airline specifically affects airline identity determination relieving the learning effect for passengers who have experienced cabin crew working habits with a standardized identity that represents the corporate identity C.I(Corporation Identity) (Namkoong, 2011).

The new world has introduced economic growth, progress, and wealth to all walks of life. (Webb, 2014). Uniform codes for workers around the globe are almost as varied as the workers themselves. Impressions mean how individuals are perceived, judged, and treated, eventually influencing how individuals see themselves. Because of this people prefer to act and build individual experiences in different ways. Tanuja (2010) implies that workplace uniform influences different roles in the workplace. Dressing up for performance, or dressing up to impress, is more traditional among executive workers. However, women are more likely to get interested in corporate apparel and use it to boost job conditions, including promotions and lifting (Kramer, 2013)

Lastly, every district around Malaysia has its official flowers. So, red henna or its scientific name is *Lawsonia Inermis* is the official flower of the Johor Bahru district. Besides, the red henna or *Lawsonia Anermis* has a reddish-brown colour from its leaves. The plant has tiny opposite leaves and aromatized, white to red flowers. These examples of these red henna or *Lawsonia Anermis* design need to emphasize public transport worker's uniform design. Hence, the corporate identity of the Johor Bahru state is red henna; therefore, there will be a potential to be developed into the uniform by using the motif of *Lawsonia anermis* which is said the main flower has its own identity. The motive used through public transportation out of the world, symbolizes the corporate identity.

2. Methodology

A detailed explanation of each approach taken in this research is discussed in the following sections; description of the methodology, research sites, subjects/samples, instruments, research process and data analysis. This research study that investigates the quality of the material is referred to as quantitative research. One of the approaches to quantitative study is a real case observation study. This is because the objects of the research are treated as cases by the researcher. The sampling used in this study was purposeful sampling based on the researcher's selection to investigate the study.

In this research, the data collection come three sections of finding data. The research consists of three sections which are primary data, secondary data and data analysis. The primary data includes questionnaires which distributed to 100 respondents of public transport workers in Johor Bahru district, collects photo record of Johor Bahru's identity, which is Red Henna or *Lawsonia Anermis*'s flower and sampling. The researcher using digital printing textile to do public transport personnel uniforms using poly-viscose materials.

The secondary data includes collects some information on the internet about the identity of Johor Bahru through *Lawsonia Anermis* motif, the importance of identity and the importance of identity in personnel uniform, also collects articles about the impact of the identity through uniform wear in Malaysia and books. Next, the data analysis result and design process.

3. Project outcomes

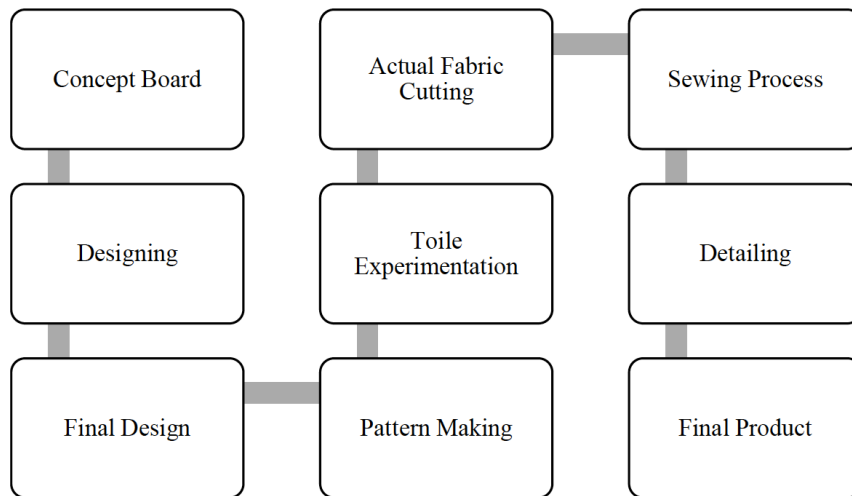


Figure 1. Design Process

The design process, (Figure 1) is a strategy that required fundamental consideration to fathom the arrange issues through certain stages. In arranging and making the thing, the strategy besides can be duplicated and utilized for a combination of differing issues. Routinely, each of the stages or steps can be methodized and be done regularly. Item plan, a strategy that required basic recognition in tackling issues of the arrange through certain stages. In truth, the method can be replicated and utilized within the planning and improvement of the component with an assortment of different issues. Each organizes or step ought to frequently be methodized and performed frequently (see Figure 2, Figure 3, & Figure 4).

3.1 Ideation motif

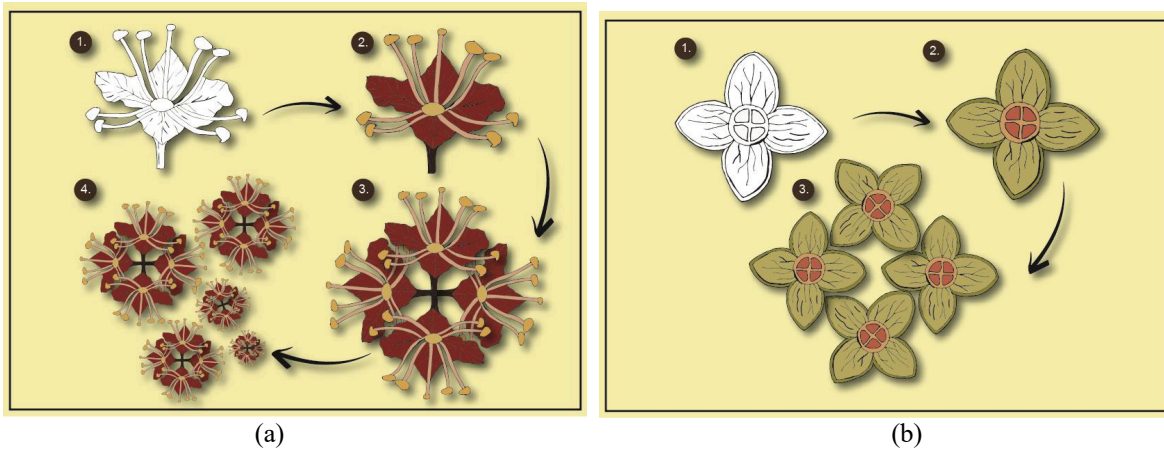
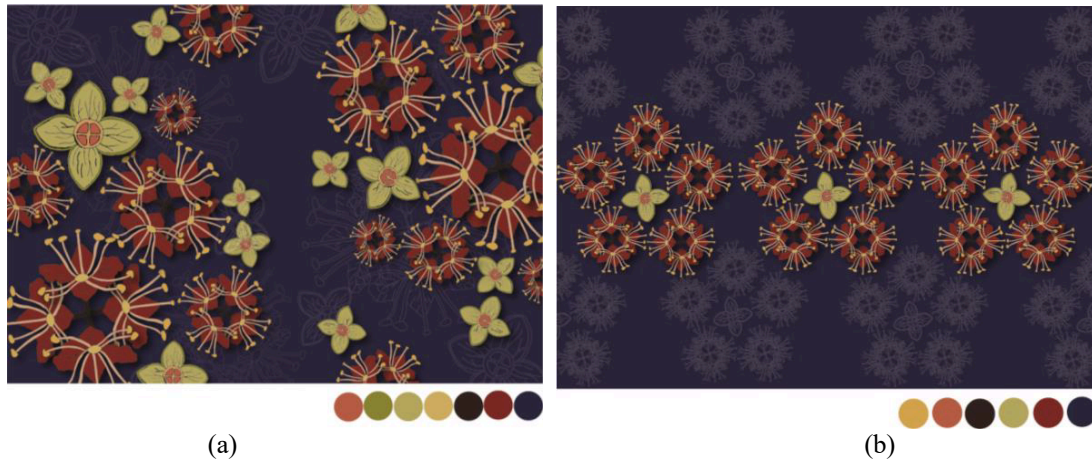


Figure 2. (a) The Abstraction of Motif Inai Merah 1; (b) The Abstraction of Motif Inai Merah 2

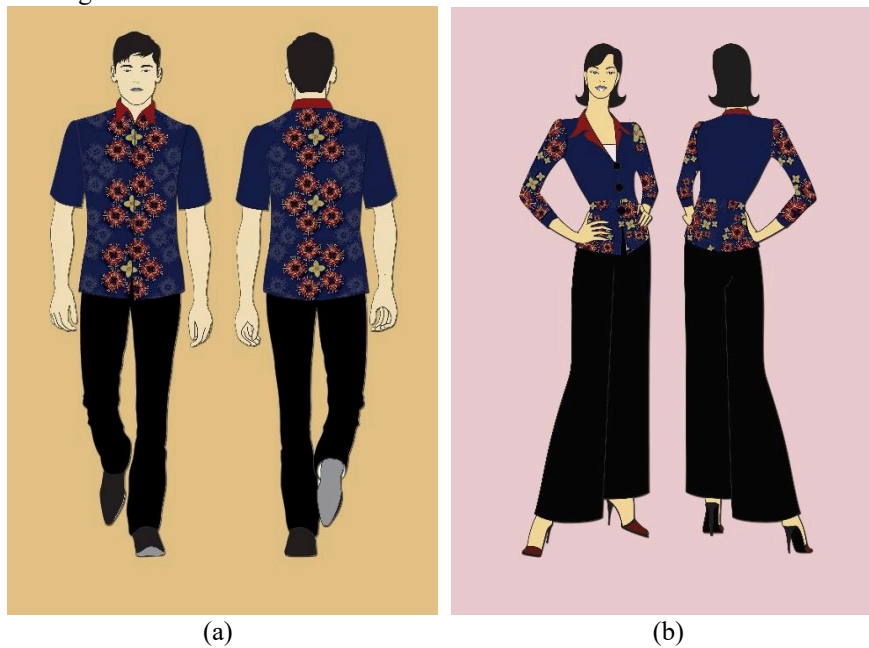
3.2 Design arrangement

Before starting a design or work, it is important to know some basic things, namely element and artistic principle. This element is the most basic thing. It is to form a principle of design such as harmony, contrast or rhythm.



(a) (b)
Figure 3. (a) Scattered Design; (b) Horizontal Design

3.3 Replacement design



(a) (b)
Figure 4 (a) Design Replacement Men Uniform; (b) Design Replacement Woman Uniform

4. Final product

The final product is the final portion of the project production. The product created at this last arrangement could be a product that has been produced according to the concept, pattern, colour and other perspectives desired by the researcher. The final choice of this product is additionally selected according to the desires of the think about as stated within the previous chapters. At this stage, it is exceptionally imperative in realizing a real fabric to precise the quality of the product.

In reality, the final production of this item can moreover appear the adequacy and pertinence of plan sketches inspired by the researcher. The final product can be seen within the figures expressed below.

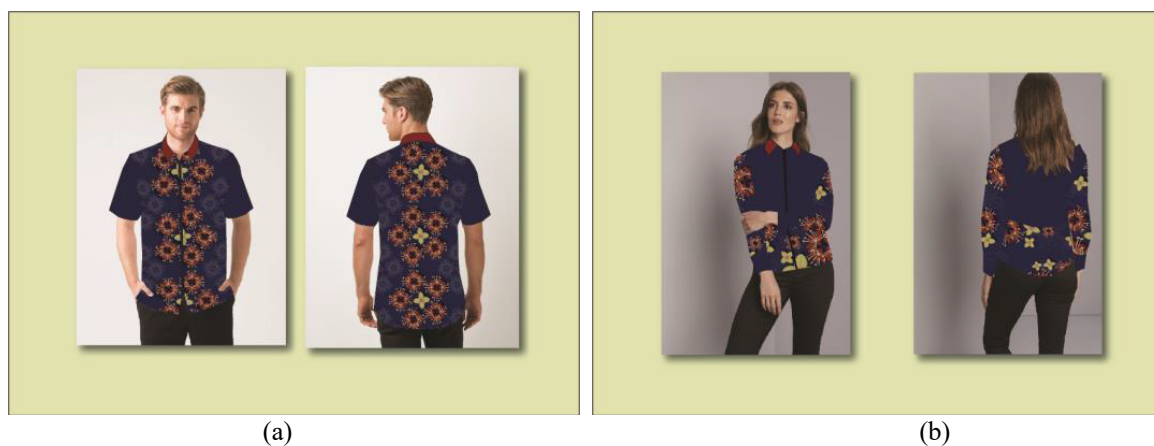


Figure 5 (a) Final Product Men's Uniform; (b) Final Product Woman's Uniform

5. Conclusion

The study's main objective, as stated in Chapter 1, was to discover a significant of *Lawsonia Anermis* plants that are associated with Johor Bahru official flower. In the primary step, the researcher made an introductory observation that in arrange to induce answers to this, to begin with, objective, the researcher had as of now collected information through the characteristics of the Johor Bahru official flower, Inai Merah. From the result, nature blossoms are symbolic of Johor Bahru. The Johor Bahru locale flag is additionally dark blue, red and white. Johor Bahru is the most locale in Johor. Regarding the colour choice, the colour of the Johor Bahru district for public transport personnel uniform is dark blue. The colour dark blue is because it is the main of Johor Bahru's locale flag.

The second objective of the study is to determine the potential of *Lawsonia Anermis* plants into design elements. From the result, the researcher has made some stylization and combination techniques from the shapes of *Lawsonia Anermis*'s flower, seeds and cutting of the flower. In addition, the researcher exactly using the colour from the motif.

The next objective is to identify proper criteria for public transport personnel uniforms based on *Lawsonia Anermis* conception. As a result of these observations and data collection, the researcher has produced a pair of uniforms for the Johor Bahru district public transport personnel uniform. The researcher has found that each district has its own identity that demonstrates the integrity of the identity of a community in the area. The researcher sees public transport personnel uniform should be reflecting local identities so that the local flower is not extinct in modernization.

The district of Johor Bahru has a unique floral identity so that this application can preserve cultural values. In addition, the researchers found that the public transport personnel uniform should reflect the identity of the district of Johor Bahru in line with the development of the district until it was assessed as having a sense.

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