



International Journal of Design

Universitas Komputer Indonesia

Journal homepage: <https://ojs.unikom.ac.id/index.php/injudes>



Visual Examination of Traditional Hair Style Catalog Posters in the 1990's Traditional Hair Barber

Afina Yusyfa Saffanah, Taufan Hidayatullah, Yully Ambarsih Ekawardhani*

Universitas Komputer Indonesia, Indonesia

*Corresponding Email: afina.51921168@mahasiswa.unikom.ac.id

ABSTRACTS

The main objective of this research is to examine the catalog poster of hairstyles at the traditional "Top's Collection" barbershop in the 1990s. The focus of the research is to examine the visual elements and factors that make them iconic in society. Qualitative descriptive research methods were used so that the data obtained was the result of in-depth analysis based on observation, interviews and literature study. The steps taken included literature study regarding posters, document analysis, and distribution of questionnaires. The result obtained is that the "Top's Collection" hairstyle catalog poster from the 90s has visual elements of sans serif typeface typography in the words "Top's Collection", using visual elements of photo type illustrations. There are two main colors, namely black as the background color and gold on the words "Top's Collection". Visual elements in the form of a collection of photos illustrating hairstyles are arranged or laid out using a modular grid and multi-panel system. From the results of the questionnaire, data was obtained that the arrangement of simple but distinctive visual elements, and their long existence so that they have nostalgic value, make the "Top's Collection" hairstyle catalog poster iconic and enduring in society.

© 2021 Tim Konferensi UNIKOM

ARTICLE INFO

Article History:

Received 24 Jan 2025

Revised 23 Mar 2025

Accepted 27 Apr 2025

Available online 02 Jul 2025

Published date 01 Jun 2025

Keywords:

*Design,
Poster, Popular Culture,
Traditional Haircuts, Visual
Element*

1. INTRODUCTION

Posters are often used as a visual communication tool as (Sumartono & Astuti, 2018) posters are visual communication of a strong design, with color, and a message with the aim of capturing the attention of passers-by but long enough to instill the attention of passers-by but long enough to embed meaningful ideas in their memory. Posters are short messages in the form of images with the aim of influencing someone to be interested in something, or influencing someone to act on something (Sumartono & Astuti, 2018). It can be concluded that posters are a medium for conveying messages through visuals that are arranged briefly but can attract attention and influence the decisions of those who see them to act. This is based on the condition that products or services need other ways to attract the attention of potential consumers, one of which is by choosing the right advertising method (Aris & Hidayatullah, 2022), in this case through posters.

The word catalog is often heard when it comes to listing an item. The word catalog comes from the Latin word "Catalogus" which means a list of goods or objects. Catalog in library science means various types of library collections which are arranged according to a certain system (Satrio, 2019). A catalog is a list of collections or products arranged systematically, thus enabling consumers to easily find out what collections are available and available, as well as enabling consumers to obtain all kinds of information concisely and clearly about a place or an item they need easily (Satrio, 2019). This study aims to identify and analyze the visual elements in the "Top's Collection" Hairstyle Catalog Poster and

understand the factors that make it iconic and popular among the public.

2. LITERATURE REVIEW

In general, a poster is a written message in the form of an image or text that is shown to attract the attention of many people so that the message conveyed can be received by other people easily (Sumartono and Astuti, 2018). Posters can also be interpreted as images that are large in size and emphasize one or two main ideas that are visualized simply and clearly (Vasthi & Setiadi, 2020). Posters as a medium for conveying messages have several types which can be differentiated based on their content and purpose. One type of poster based on its content is a commercial poster. Commercial posters are posters that function to offer certain goods or services (Albred, 2014).

In posters there are several visual elements, namely typography, illustrations, colors and layout (Vasthi & Setiadi, 2020). Typography is a science or art or technique in arranging elements of letters or text so that they can be read and their meaning is conveyed clearly and has aesthetic value. In typography there is insight into the anatomy of letters, series or families of letters, types of letters, and various principles of letters. Illustration is art that accompanies the process of producing or creating an image, photo, or diagram, the form can be in printed, spoken, or electronic form (Vasthi & Setiadi, 2020). Likewise, color can be explained from two different points of view. Objectively or physically, color is a property of light emitted and can be measured based on its wavelength. Subjectively or psychologically, color is a direct experience that we experience through the sense of sight, and creates

different visual sensations for each individual (Fadiah & Satriadi, 2024).

Layout or linguistically means layout, consists of three types, namely text elements, visual elements and invisible elements. Text elements are all the writing in the layout, visual elements are all non-text images in the layout, while invisible elements refer to margins and grids. It is called an invisible element because the element is not visible after the layout design is produced. The grid is a auxiliary line. The grid acts as a framework or guide for placing layout design elements, and makes the layout design look more consistent and structured (Djonov & Van Leeuwen, 2013). There are several types of grids, including the manuscript grid, namely a grid that uses a large column in the middle of the page, a column grid, a type of grid based on vertically striped columns, and the last one is a modular grid, a type of grid that consists of a combination of vertical lines and horizontal lines.

There are two meanings for the word barbershop. Firstly barbering as a place, and secondly barbering as an activity. Hair trimming is an act of reducing the original hair length which is carried out with the help of a comb, scissors and fingers, in order to beautify or change the shape of the previous trimming pattern into a new hair style that is in accordance with current hair trends by looking at the suitability of the client's own facial shape (Saroinsong et al., 2023). In ancient times, the barbershop business started from mobile barbers, to permanent ones, starting from simple barbershops which were often called Madurese haircuts (Yudiatama & Triastity, 2015). The difference between a traditional

barbershop and a barbershop can be seen from the facilities and services used. In traditional barbershops, the services offered are limited to just hair cutting and massage. The shaving tools used can be said to be limited. Meanwhile, barbershops are more synonymous with more modern barbershops where the shaving equipment and facilities are modern and sophisticated, the services offered are not only hair cutting and massage but also hair coloring and other treatments.

Hairstyle catalog posters are commonly used and found in traditional barbershops or barbershops that have been around since ancient times. Posters cataloging hairstyles in traditional barbershops have characteristics or characteristics. The hairstyle poster has a symmetrical composition with a box frame containing 25 photos of hairstyle models. Each row has 5 photo box frames arranged horizontally and vertically, tending to be curved. There is one word listed, namely the word "Top's Collection".

In writing, several versions of the catalog poster for hairstyles at traditional barbershops. Types of posters are differentiated based on the photo model and hairstyle used in the poster and the year the poster was used. There are several types of hairstyle catalog posters in traditional barbershops. The first is the "Top's Collection" hairstyle catalog poster from the 90s, where the content of the poster shows hairstyles for adult men. The hairstyles shown are several hairstyles that were trendy in the 1980-1990s. Second, a poster catalog of hairstyles from the 200s for adult men. What makes the difference is the use of the font and the model used, namely

photos of hairstyles from several celebrities who were exposed in the 2000s. The third is the "Top's Collection" hairstyle catalog poster with a different layout. In this poster, the type of photo and font used are the same as the "Top's Collection" hairstyle catalog poster from the 2000s, the difference is the layout in arranging the photo. If in general photos are arranged in the same way and symmetrically, in this poster the top and bottom horizontal rows of photos have opposite curvature directions and there are six small horizontal photos in the middle.

3. METHOD

The method used in this research is a qualitative descriptive research method. Research method based on descriptive data processing (Hanyfah *et al.*, 2022). The descriptive approach in qualitative research methods is able to help in finding specific data, in research formalistic analysis is usually carried out by describing the work from angles such as typographic principles, color, illustration and layout (sequence, emphasis, balance and Unity) (Nor & Islam, 2024). Qualitative descriptive research methods are usually used to analyze social phenomena or situations. The methods or techniques used are observation methods, literature studies and questionnaire methods.

Observation is an activity of observing an object. In this research, the

objects observed were the elements in the "Top's Collection" hairstyle catalog poster from the 90s through literature study. A questionnaire is a data collection activity by asking 26 respondents with an age range of 20 - 40 years or people that are people born from the 1990s to the 2010s. The questionnaire was created to find out what was the reason the "Top's Collection" hairstyle catalog poster in the 90s became iconic in society. A variety of ages is used so that the answers obtained range from those who were born when this poster was still commonly used to those who were born when this poster became an item that was considered ancient.

4. RESULTS AND DISCUSSION

4.1. Procedure

In this research the author focuses on the "Top's Collection" hairstyle catalog poster from the 90s, an example of a poster can be seen in Fig. 1. The analysis includes the visual elements in the "Top's Collection" hairstyle catalog poster in the 90s and also knowing the reasons why the "Top's Collection" hairstyle catalog poster in the 90s has become iconic in society. There are several elements or visual elements that can be identified in the "Top's Collection" hairstyle catalog poster in the 90s, among them are typography, illustration, color and layout as seen in Fig. 1.

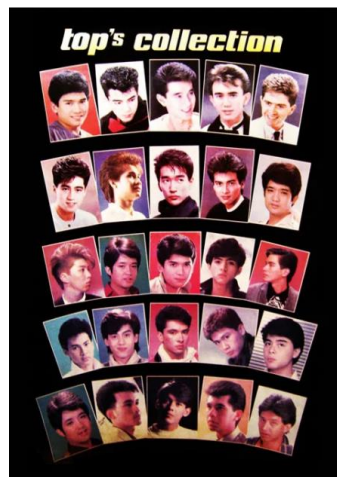


Fig. 1. Top's collection" hairstyle catalog poster from the 90s (<https://hypeabis.id/read/15029/desain-poster-lawas-tops-collection-kembali-naik-daun>).



Fig. 2. Typography on a 90s "Top's Collection" hairstyle catalog poster.

Likewise, the illustrations used in the 90s "Top's Collection" hairstyle catalog poster are in the form of photographs. As seen in Fig. 3, Illustrative media takes the form of photos of several hairstyles

depicted on several male models. Photo illustration media is used to help provide understanding to customers by providing an illustrative picture of how the cut style will look on the face.



Fig. 3. Photo illustration on the "Top's Collection" hairstyle catalog poster from the 90s.

The color used in the 90s "Top's Collection" hairstyle catalog poster as a background is black. Black is often associated with luxury, mystery, power, elegance, formality and prestige. The color black also provides a psychic effect of trust and strength. So, the use of black as the background for the 90s "Top's

Collection" hairstyle catalog poster leaves several impressions such as elegance and confidence, formality and professionalism, making the poster and hairstyle look classier and providing contrast to other visual elements. In the "Top's Collection" typography, the 90s "Top's Collection" hairstyle catalog poster

uses gold. The color gold is often associated with things that are premium and exclusive, this helps interpret the "Top's Collection" typography that the hairstyles offered are indeed the best hairstyles compared to other hairstyles. Ramadhan and Ekawardhani's (2022) research asserts that colours possess semantic content and are commonly linked to the cultural milieu of a given locality.

Based on the 90s Top's Collection hairstyle catalog poster in Fig. 4, from a

visual perspective, the "Top's Collection" hairstyle catalog poster uses a multi-panel layout. Meanwhile, the grid uses a modular grid system and has a symmetrical balance. This can be seen from the arrangement of photos that are the same size, arranged neatly and repetitively. Makes the reading flow, the emphasis is clearly on photo illustrations, and the balance is clear. However, in the "Top's Collection" hairstyle catalog poster, the photo illustrations are curved slightly but remain symmetrical and neat.

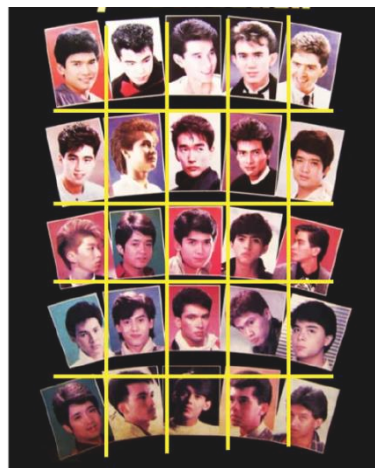


Fig. 4. Layout of the "Top's Collection" hairstyle catalog poster from the 90s.

Meanwhile, the data for the "Top's Collection" catalog poster of the 90s hairstyles was obtained as follows. Data was obtained by distributing questionnaires online with target respondents in the 20-40 years age range. This is so that data on views or opinions comes from various groups. From those who were born when the "Top's Collection" hairstyle catalog poster was still popular and those who were born when the "Top's Collection" hairstyle catalog poster became a poster of the past. The respondents had seen the "Top's Collection" hairstyle catalog poster, although only sometimes or in a few places. The main place where "Top's Collection" hairstyle catalog posters are

most often found is traditional barbershops, the second place is barbershops, and the third place is social media. The respondents also agreed that the "Top's Collection" hairstyle catalog poster is one of the iconic posters in Indonesia and is easily recognized. What makes a hairstyle catalog poster recognizable is the layout of the poster, its long existence and the hairstyles displayed.

The respondents also felt that the "Top's Collection" hairstyle catalog poster was one of the iconic posters in Indonesia, the reasons were varied. Of the 26 respondents, 9 respondents were of the opinion that what made this poster so

iconic was because it had been around for a long time in barbershops. 6 respondents who used to often visit traditional barbershops or had only seen them in the past, this poster had nostalgic value for memories of shaving in traditional barbershops, especially when waiting for their turn to get their hair cut because they were bored so they looked at this poster seriously but never bored. 9 respondents thought that what made this poster iconic was its simple and easy-to-remember design concept. There were also respondents who thought this poster

was iconic because it appeared in a popular comedy TV program in the 2000s entitled "Bajaj Bajuri". More precisely because the "Top' Collection" hairstyle catalog poster reflects the aesthetics of the 80s to early 90s. An icon is a sign that appears to have similarities between the original object and what is seen (Nensilanti et al., 2023). In the hairstyle catalog poster "Top Collection" displays photos of hairstyles that were trending in the 1980s - 1990s, so it can be considered an icon that reflects the aesthetics of that era.



Fig. 5. Top's Collection" hairstyle catalog poster on "Bajaj Bajuri"
<https://www.brilio.net/selebritis/dari-salon-hingga-bajaj-9-properti-syuting-sitkom-bajaj-bajuri-ini-ikonik-230126h/ruang-tamu-rumah-oneng-dan-bajuri-identik-dengan-sofa-berwarna-hijau-2301265.html>.

4. CONCLUSION

Based on the research that has been carried out, it can be concluded that in the 90s "Top's Collection" hairstyle catalog poster there is a typographic element in the form of the word "Top's Collection" written using sans serif font. The illustrations are photo illustrations showing various kinds of hairstyles that were trendy in the 90s. They have various colors but the main ones are black and gold. Black on the background and gold on the "Top's Collection" text. The layout used on the "Top' Collection" hairstyle catalog poster is a multi-panel type with

a modular grid system. The "Top' Collection" hairstyle catalog poster from the 90s is difficult to find nowadays but many people know about its existence. Its long existence, its nostalgic value and its simple but distinctive design, especially in the preparation of photo illustrations, make the "Top's Collection" hairstyle catalog poster from the 90s iconic in society.

REFERENCES

- Alberd, A. (2014). Peranan fotografi dalam desain poster film arisan terhadap persepsi penonton. *Deiksis*, 6(1). 54-62.
- Aris, M., & Hidayatullah, T. (2022). Social class representation in toyota commercial series film: Ending love in 3 episodes. *ARTic*, 5(1), 469-480.
- Djonov, E., & Van Leeuwen, T. (2013). Between the grid and composition: Layout in PowerPoint's design and use. *Semiotica*, 2013(197), 1-34.
- Fadiah, N. S. & Satriadi. (2024). Peran warna dalam meningkatkan daya tarik visual logo. *PARATIWI Jurnal Seni Rupa dan Desain*, 3(2). 126-134.
- Hanyfah, S., Fernandes, G. R., & Budiarmo, I. (2022, January). Penerapan metode kualitatif deskriptif untuk aplikasi pengolahan data pelanggan pada car wash. In *Seminar Nasional Riset dan Inovasi Teknologi (SEMNAS RISTEK)*, 6(1), 339-344.
- Nensilanti, Damar, Y. & Ridwan. (2023). Ikon, indeks dan simbol dalam iklan scarlett whitening di youtube. *Jurnal KIBASP (Kajian Bahasa, Sastra dan Pengajaran)*, 7(1). 27-35.
- Nor, W. H. & Islam, M. A. (2024). Analisis formalistik pada poster serial nightmares and daydreams. *Jurnal Barik*, 6(1). 220-232.
- Sarinsong, D. M., Wullur, M.W. & Doni. (2023). Pendidikan magang keterampilan pangkas rambut di KOTA TOMOHON. *Jurnal Ilmiah Wahana Pendidikan*, 9(17). 959-969.
- Sumartono, S., & Astuti, H. (2018). Penggunaan poster sebagai media komunikasi kesehatan. *Komunikologi: Jurnal Ilmiah Ilmu Komunikasi*, 15(1), 8-14.
- Vasthi, N. A., & Setiadi, V. S. (2020). Analisis elemen visual pada poster film "gundala". (2019). *Prosiding Konferensi Mahasiswa Desain Komunikasi Visual (KOMA DKV)*, 1, 86-91.
- Yudiatama, F. & Triasity, R. (2015). Pengaruh kualitas pelayanan terhadap kepuasan konsumen arfa barbershop di Surakarta. *Jurnal Ekonomi dan Kewirausahaan*, 15(3), 346-353.