

CHAPTER I

PRELIMINARY

A. Background

Butler is one of the service innovations that is now been developing in the hotel industry. Butler services in the current conditions, have begun to be applied not only to important guests but also provided to regular guests and instead, replace the receptionist function. Generally, butlers like this in Indonesia are only found in four-star hotels and above with well-known hotel brands, both local chain hotels and international chain hotels.

Besides being operated in big and famous 4 or above hotel star in Indonesia, another thing that makes the butler service special than the receptionist or concierge department in general is their uniform fashion and their flexibility service provided.

According to Berger (2018), butler uniform generally includes vest, waist coast, gray strips, white gloves, etc. but nowadays, the uniform style determined by each hotel policy itself.

In the early 20th century, according to MacPerson (2013), white gloves as usual butler uniform was not worn by butlers, but instead worn by footman whose position is lower than the butler, but when the footman rises to a higher level of status or position, then the footman no longer needed the white gloves. However, according to MacPerson (2013), unlike today, the opposite is true, the higher the position of the butler in an organizational structure, the more common or frequent service with the use of gloves to be given

by them. In fact, due to COVID-19, the world now has begun to start a new normal whereas using gloves become more common and mandatory to protect hands from virus in every front of the house in hotel, not just for butler. This could open the gate for gloves innovation or invention to develop.

In current situation in Indonesia, white gloves only used in 5-star business hotel like Raffles Hotel Jakarta, while 4-star and 5-star resort hotels like Padma Hotel Bandung, Hyatt Regency Yogyakarta, and St. Regist Bali do not use white gloves service, instead, they just do bare hands service because their uniform is un-formal attire due to their resort concept.

The author came up with the idea to make butler gloves that suitable to wear on both formal and non-formal attire, in other words, multifunction. According to Kamus Besar Bahasa Indonesia (n.d.), multifunction is having various functions, so butler gloves with various function to wear in two different attire concept can be referred as multifunctional products. So this butler gloves concept could be used by any resort that would like to use gloves service, or in case, in the near future, butler attire in business hotel transforms again to a less formal attire.

According to Cambridge Dictionary (n.d.), glove is a piece of clothing made of leather/woolen/rubber/etc. that is worn on the hand and wrist for warmth or protection, with separate parts for each finger. While according to Abernathy (2007), butler is a worker who has a job to handle guest from their first arrival at the door, giving any kinds of personal service, and serve food and beverage at table directly as well. So in conclusion, Multifunctional Butler Gloves is pieces of clothing made of synthetic and natural textile used by butler hands for their service

presentation, hygiene purpose, and as their part of uniform to support their job that is suitable to wear in both formal and non-formal attire. Besides, it could be used for other departments too that has similar work image and requirements like butler in hotel.

Current material of the butler gloves commonly made of:

1. Natural Textile : Cotton
2. Synthetic Textile : Nylon, Polyester, Spandex.

Cotton material in this case is mostly used as the main material of the butler gloves because it is easy to be sewed, heat resistant, and suitable when wear with suit but unfortunately this material is not stretch and heavyweight material. Unstretch gloves mean loose, has many folds, wrinkles, not pleasing to the eye which is monotonous and interfere with work activities.

According to Ernawati (2010), uniform fashion should consider its comfort, so it is better to use materials that are lightweight, easy to absorb sweat, and comfortable. So, now many industries start making gloves with nylon or polyester, because synthetic textile is stretch and comfortable to the skin.

But unfortunately, most unbranded butler gloves that sold in media such as tokopedia.com, bukalapak.com, amazon.com, and branded butler gloves on alibaba.com (Butler's Gloves brand and RL Brand), are using 100% cotton material plus the gloves model is using button which is not practical to be used.

Butler gloves need simple model and stretch material because butler services nowadays according to Dobson (2016), need lot physical movement of the hands such as ironing, sewing, polishing guest shoes, packing and unpacking guest

luggage, preparing and serving welcome drinks also meals. According to Yasnidawati (2006), work that involves physical activities should have a simple model which considering the conditions of safety, performance, and including the work image. So, simple model and stretch material is very essential for butler gloves since butler has a lot of activities to do that done by hands.

Speak of fashion, the current butler gloves design is still lacking. According to Berger (2018), butler uniform that spreads in the media is often found not up-to-date fashion and stick to the old style like wearing vests, waist coast, gray strips, white gloves, and black or gray ties like in the past of Victorian era. He also added however, the butler attire must be different from other uniform, especially those worn by guests. What he said is relate to right now condition, because current butler gloves are designated as white plain gloves that similar to wedding gloves that used by guest. So, this monotonous and old style design has to be upgraded to a better look with a better up-to-date fashion sense that comply with design principle.

According to Berger (2018), the butler uniform has the image of classy, stylish, and neat. Butler uniform should be made with a classy impression because it is indeed the services provided to important guests or ordinary guests in high star hotels in general.

There is a difference between fashion and clothing, according to Fadila (2018), fashion more into style that most people like, while clothing is the needs of human life to be fulfill to cover their body. It means fashion could be distinguished with a beauty value or simply has the impression of being pleasing to the eye. While according to Kamus Besar Bahasa Indonesia (n.d.), fashionable is in accordance

with nowadays fashion, which means up-to-date fashion. So, to be considered fashionable, butler fashion has to be up-to-date and has aesthetic value like adding ornament or color to be pleasing and interesting to the eyes.

From those expert's opinion explained, we could see that butler gloves also play an important role to support butler job but unfortunately butler gloves in the current situation still lack of functions because of its unpractical models, heavy material, and monotonous design. Depart from this problem, the author decided to produce Multifunctional Butler Gloves which fulfil nowadays butler work requirement and image.

To make butler gloves has various functions according to butler work requirements and Indonesian butler work image, author would like to add more functions such as:

1. Water resistant, layered the butler gloves with voal watersplash to absorb liquid in a longer time.
2. Fitted design, using rubber-band on the wrist for gloves model.
3. Fashionable, adding batik motifs onto butler gloves for eye pleasing appearance.
4. Ergonomic, using spandex to produce free size gloves and comfort feeling to the skin

Voal water splash is a trending fabric nowadays for hijab, it is an expensive fabric among other types of voal fabric (original, premium, arabian, and ultrafine) with range price Rp. 50.000 – 60.000/m². Unlike other voal fabric, this voal is water splash, so it does not absorb liquid easily. Rather than using latex or neoprene

fabric, it is better to use wool water splash because latex or neoprene characteristic does not suitable to wear with formal attire unlike wool who has luxury textures like cotton. So this fabric had cross the author's mind to use it as Multifunctional Butler Gloves material along with spandex, and batik cotton as the ornament. The author believes, costuming the luxury fabric with the regular fabric will produce the butler gloves that suitable to wear in suit or short sleeve model attire.

Based on the explained phenomenon, the author would like to conduct an experiment with the title "Multifunctional Butler Gloves" which focus on making multifunctional butler gloves for Indonesian Butler in 4-5star hotel which consider design composition based on design principle and exploring material, model, color, and motifs of gloves to fulfill additional function such as ergonomic, fashionable, fitted design and water resistant that suit Indonesian butler image and butler work requirements in both formal and non-formal butler attire.

This experiment also will be helped by vendor for product manufactures and by trained panelist, untrained panelist, and laboratory for product quality. Product quality is based on Indonesian National Standard (SNI) that come from BSN and approved by Indonesian government. In addition, the authors are interested in this experiment because the economical total cost to produce the gloves.

B. Formulation of the Problem

Based on the phenomenon that have been described, then the following is a formulation of the problem that the author can conclude.

1. How to design materials, colors, models, ornaments of multifunctional butler gloves that present Indonesia and fulfil design principle?
2. How is the process in making multifunctional butler gloves ergonomic, water resistant, fashionable, and fitted design?
3. How is the detail of cost occurred for manufacturing this multifunctional butler gloves?
4. how is the panelists level of pleasure towards the multifunctional butler gloves design?
5. How is the measurement to determine the characteristics of materials that comply with the Indonesian National Standard?

C. Objective of the Studies

1. Research Objectives
 - a. As a term and condition of student graduation from Bandung Institute of Tourism.
 - b. Find out whether the function and quality of butler gloves could be enhanced by experimented the certain materials, models and colors.
2. Research Benefits

This research can be utilized by researchers, related institutions, and institutions. The following is a description of these benefits.

- a) For researchers
 - i. Add the author's knowledge of butler fashion.
 - ii. Train more creativity in developing new innovations about butler gloves.

b) For Related Instance

- i. Add fashion clothing ideas for butler work attire.
- ii. Increased awareness of the need for up-to-date and ergonomic butler work attire.
- iii. Material for organizational consideration in making or developing butler work attire.

c) For Institutions

The research conducted is expected to be a reference and a source with full information for further researchers who certainly want to do research related to this research.

D. Method of Research and Data Collection Technique

The research methodology is experiment, according to Jaedun (2011), experiment is the process of manipulating data on a variable subject with controlling and supervising, by giving certain treatments or treatments which are next will be observed or measured for the results and impacts. While the data is collected based on:

1. Literature Study

Data collection by collecting literature relating to butler uniforms and fashion design.

2. Observation

The observation that referred by the writer is a technique to collect information that enables the writer to observe the characteristic of fabric material and butler gloves in the current situation.

3. Exploration

Exploration by conducting experiments on designs, models, ornaments, and colors for the manufacture of multifunctional butler gloves.

4. Interview

Conduct interview with gloves tailor about the butler gloves fabric, model, seaming pattern, etc. and conducting interview with several skilled panelist and unskilled panelist about multifunctional butler gloves that the author has produced.

5. Survey

The author will give a questionnaire to the panelists about the multifunctional butler gloves based on design principles and sewing pattern standards.

6. Laboratory Test

The laboratory test will be conducted in Laboratory for Quality Testing of Goods, East Jakarta. The characteristic parameter that tested are fabric thickness, tensile strength of the fabric, fabric stretch, tear strength of the fabric, crease recovery angle, size changing after washing, water absorption, broken-down strength of the fabric, and color fading durability.

7. Panellists Test

In collecting data, the writer needs a tool that can be used as a place for evaluation by panellists, a tool used to obtain data that the author will use is questionnaire.

a. Trained Panelists

Trained panelists are people who have competence in the field to be tested. In this experiment the panelists referred to were designer and tailor gloves. In the selection of expert panelists, the writer will be assisted by experts in the field of gloves, with 3 totals of experts. These panelists have been engaged in the field of gloves for more than three years.

b. Untrained panelists

Untrained panelists are people who are not formally trained in the products being tested but they know in general terms about gloves products used by butler in general.

In the untrained panelists test, the writer will take a sample of 15 peoples in which the writer asks the untrained panelists to try multifunctional butler gloves for free in their own home.

E. Time Activities and Location

1. Time

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|-------------------|---|
| a. April 17, 2020 | : The author conducted the first experiment. |
| b. May 23, 2020 | : The author conducted a second experiment. |
| c. July 14, 2020 | : The author conducted a test of untrained panelists. |
| d. July 15, 2020 | : The author conducted a test of trained panelists. |
| e. July 15, 2020 | : The author processed data on the results of |

the questionnaire obtained from trained and untrained panelists.

- f. August 13, 2020 : The author conducted a laboratory test.
- g. September 17, 2020 : The author processed laboratory test result.

2. Location

Subang and Bandung