

**THE DEVELOPMENT OF SEASONAL GRAPHIC
SCARVES DESIGN FOR WS HANDICRAFT SDN BHD
COMPANY**

ENG CHYN HUEY

C17A0044

UNIVERSITI

MALAYSIA

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A report submitted in fulfillment of the requirement for degree of
Bachelor of Creative Technology with Honours- Visual
Communication.

Faculty of Creative Technology and Heritage

UNIVERSITI MALAYSIA KELANTAN

2021

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ABSTRACT

Scarves have been wore since ancient times. Scarves have been an enduring fashion accessory for hundreds of years, ranging from humble handkerchiefs to luxurious silks. Nowadays, scarves cannot perfect combination of function and fashion because the weather is getting hotter in our country, Malaysia. In Malaysia, scarves mostly used as headscarves for Muslim for religious reason. Researcher will focus on design a collection of graphic scarves for this study. The main target audience for this study public respondent. The final product will be design and launch in the market at future.

Keywords: Scarves, Graphic scarves

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ABSTRAK

Tudung telah dipakai sejak zaman dahulu lagi. Selendang telah menjadi aksesori fesyen yang berkekalan selama beratus-ratus tahun, mulai dari sapu tangan yang rendah hati hingga sutera mewah. Kini, tudung tidak dapat menggabungkan gabungan fungsi dan fesyen kerana cuaca semakin panas di negara kita, Malaysia. Di Malaysia, selendang kebanyakannya digunakan sebagai tudung untuk orang Islam kerana agama. Penyelidik akan menumpukan pada merancang koleksi tudung grafik untuk kajian ini. Penonton sasaran utama bagi responden kajian ini. Produk akhir akan direka dan dilancarkan di pasaran pada masa akan datang.

Kata kunci: Selendang, selendang grafik

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION OF THE STUDY

In this chapter will contain the aspect of assessment for supporting the design and promote seasonal graphic scarves for company WS Handicraft Sdn Bhd. This chapter also contain the introduction of the scarves and company WS Handicraft Sdn Bhd. After that, the information about the background research, problem statement, research object and question, significant of the study and limitation and delimitation of the study.

1.0.1 INTRODUCTION OF THE SCARVES

Scarves is a cloth wrap around the head. A scarves that wrap the head is also called as headscarves, and the scarves that wraps the shoulders called as shawl. Scarves are usually used to keep warm, but also can be worn for beauty, cleanliness or religion use.

Scarves can be made by different material such as wool, cotton, chiffon and others. People wear thick scarves to keep warm during cold weather. IN dry, dusty or heavily polluted places, people wrap a thin scarf around their head to keep their hair and skin clean. Over time, scarves has become a trendy dress for women in many cultures.

1.0.2 INTRODUCTION OF THE COMPANY

W.S. Handicraft Sdn Bhd is a company that provide service-oriented business dedicated to the coordination of wedding and landscape accessories, artificial flowers, handicraft works, home decorations as well as other forms of services to fulfil the marketplace needs. WS Handicraft Sdn Bhd was founded in 1987 by Mr. Goh Yong San. Products and services that provide by the company have door gifts, paper bags, gift boxes, “*bunga telur*”, “*tudung*”, lace and ribbon, vase and artificial flowers, home decor, flower arrangements and deliveries and etc.

1.1 BACKGROUND RESEARCH

Scarves have been wore since ancient times. Scarves have been an enduring fashion accessory for hundreds of years, ranging from humble handkerchiefs to luxurious silks. In Ancient Rome (8th century Before Christ), scarves was used as sanitary use. Scarves was called as *focale* or *sudarium* (sweat cloth in Latin) in Ancient Rome, *focale* was worn by ancient Roman military personnel to protect their neck from chafed by the armor and wipe the sweat from the neck and face in hot weather. Scarves was used to keep clean rather than warm in Ancient Rome. It’s originally wore around neck or tied to belt by men.



Figure 1.1 and Figure 1.2: Scarves in Ancient Rome

China (230 B.C.) was also one of the early adopter of the scarves. In Ancient China, scarves first appeared during the dominant of Emperor Cheng. It’s originally part of Chinese military uniform to protect military personnel’s neck from metallic armor. Beside, scarves also used as status symbol in military to identify their rank. Chinese had developed a system

to show the rank within Cheng's army which is use the different colors of scarves around the neck.



Figure 1.3 and Figure 1.4: Scarves in ancient China

In the 17th century, Croatian soldiers worn scarves according to their military rank. Those soldier that lower on the totem pole wore scarves that made from cotton, while the officers' scarves were made from fine silk. The men's scarves were sometimes referred as "cravats" (*called as cravate* in French, meaning "Croat"), and were the forerunner of the necktie and bowtie.

Before 19th century, the function of scarves was sanitary use, protection purpose, and demonstrate military rank. On the early of 19th century, scarves had become a real fashion accessory for men and women. In 1837, the fashion brand Hermès emerged and the famous graphic silk scarves born. In addition, Burberry as a maker of scarves made the plaid scarves in 1856. This brought scarves into the modern world until today, scarves had become one of a fashion accessory in the world.

1.2 PROBLEM STATEMENT

Nowadays, perception of scarf for many people is religious use or used at foreign country when summer season. In our country, scarf basically used by Muslim women as headscarves or known as *hijab*. This cause most of the scarf user was Muslim. In fact, scarf is one of the fashion accessory to us for daily outfit with different way to tie.

1.3 RESEARCH QUESTION

- i. What type of scarves based on material suitable use in Malaysia?
- ii. Is the graphic scarves can attract the respondents?
- iii. What is the perception of respondents to the scarves?

1.4 RESEARCH OBJECT

The aim of this research is design a collection of graphic scarves and promote the scarves.

The objective of the research is to design and promote seasonal graphic scarves.

- i. To provide the scarves material that suitable use in hot weather.
- ii. To design a scarves collection.
- iii. To identify respondents' views on the scarf.

1.5 SCOPE OF STUDY

In the scope of study's part, researcher will focus on design a collection of graphic scarves. The target audience for this study is respondents form various ages and background. Respondents form various ages and background have difference views to the scarf. The data collection of this research will be done by online survey using *Google Form*.

1.6 SIGNIFICANT OF THE STUDY

The significant of the study for this research is to identify the scarves material is suitable for hot weather and design a collection of graphic scarves that can be used for all respondent even Muslim or non-Muslim. Besides, the graphic scarves that designed by researcher will launch in the market at future. The significance of the research is to determine the respondents' view of the graphic scarves and which scarves material that they prefer.

1.7 LIMITATION OF STUDY

Limitation means influences that cannot control by the researcher. This research is about to identify the scarves material that suitable for hot weather and design a collection of graphic scarves that can be used for all respondent even Muslim or non-Muslim. Because of the respondents' perception to the scarves material are difference, so researcher use the scope reduction technique to facilitate the process of collecting quantitative data from respondent.

1.8 DELIMITATION OF STUDY

Delimitation are choices that made by researcher which should be mentioned. The delimitation of study about this research is researcher had the limited knowledge about scarves and material, and research time. To solve this problem researcher do the research through internet, article and book to increase the knowledge about scarves.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Researcher had identified the background of research, problem statement, research question and objective, scope of study, significant of the study, limitation and delimitation of the study in the previous chapter. Therefore, this chapter will review the type of scarves based on material and function.

2.2 REVIEW OF SCARVES BASED ON FUNCTION

Most people think that scarves are worn in winter or use as headscarves in many culture. However, the use of scarves is very wide and no limit. According to the purpose of the scarves, it can be divided into 4 types based on function. The scarves based on function are:

- i. Winter scarves
- ii. Headscarves
- iii. Neck scarves
- iv. Beach scarves

i. Winter scarves

Winter scarves are the type of scarves that used in winter. Winter scarves are used to keep warm during cold weather. The material of winter scarves usually made from warm materials such as wool, fleece and blends. These types of scarves are very comfort to use during cold weather.



Figure 2.2.1 and Figure 2.2.2: Winter Scarf

ii. Headscarves

Headscarves are used to worn over the head, to cover head and chest, and sometimes the face. Headscarves can be used for styling, protect hair from sun and dust or as a religious symbol. Headscarves is known as *hijab* for Muslim. The common material for headscarves are chiffon, cotton, pashmina, linen and cashmere.



Figure 2.2.3 and Figure 2.2.4: Head scarf

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iii. Neck scarves

Neck scarves are used to wrap around the neck, as an accessory for the clothes or as an ornament. People worn neck scarves as a style statement. An outfit with a neck scarves can make the whole look beautiful and attractive. For example, we often seen flight attendant wearing their uniform with neck scarves as the scarves add to their style and elegance. The common material for neck scarves are satin and viscose.



Figure 2.2.5 and Figure 2.2.6: Neck Scarf

iv. Beach scarves

Beach scarves normally are big, light and elegant, and generally worn around the waist but not neck and shoulders. Beach scarves not look like typical scarves. However, beach scarves can worn in warm weather and also worn casually for hang out. The common material for beach scarves are cotton, rayon, silk and polyester.



Figure 2.2.7 and Figure 2.2.8: Beach Scarf

2.3 REVIEW OF SCARVES MATERIAL

Scarves can be made of different materials and fabric. There are many types of scarves can be used depending on the material. The material used for the scarves should be soft, comfortable and breathable because the scarves will be wrapped around the user most of the time. Therefore, the materials used to make the scarves should always be mindful. The scarves based on material are:

- | | | | |
|------|-----------------|-------|------------------|
| i. | Wool Scarves | vii. | Cashmere Scarves |
| ii. | Cotton Scarves | viii. | Pashmina Scarves |
| iii. | Chiffon Scarves | ix. | Velvet Scarves |
| iv. | Silk Scarves | x. | Net Scarves |
| v. | Linen Scarves | xi. | Viscose Scarves |
| vi. | Satin Scarves | xii. | Acrylic Scarves |
| | | xiii. | Alpaca Scarves |

2.4 REVIEW OF THE USAGE OF SCARVES BASED ON MATERIAL

i. Wool Scarves

Wool is a famous and natural fabric and suitable worn during winters. This material is obtained from mammals and it's produced from the body of many mammals to keep them warm. Therefore, wool is safe to be used by human. High-quality wool scarves are breathable and comfort to be worn and soft to touch and warm.



Figure 2.1: Wool Scarf

ii. Cotton Scarves

Cotton scarves is the most common material type of scarves and it is most versatile. It's soft, comfort, breathable and the price is affordable for all. Cotton scarves can match with all kind of clothing. No matter what kind of cloth. Cotton scarves suitable for all type skin even sensitive skin and it can increase the elegance and style of clothing and improve the level of dressing. This type of fabric can protect users from the summer heat and wind without suffocating users.



Figure 2.2: Cotton Scarf

iii. Chiffon Scarves

Chiffon material has a see-through appearance and it can be said to be one of the most elegant material, and it is mostly used to make luxury clothing because of its drapes well. Chiffon scarves only can be used as a fashion accessory because it's too light and cannot use to keep warm. No matter when and where wear chiffon scarves, it can increase the elegance and beauty to the clothes.



Figure 2.3: Chiffon Scarf

iv. Silk Scarves

As the name implies, silk scarves are made from mulberry silk, tussah silk, castor silk, and cassava silk as raw materials. It is valuable fashion apparel and a high-end gift for relatives and friends. Silk scarves can reduce allergies and very suitable for sensitive skin. The fashion brand that use silk material for their scarves such as Hermès, Louis Vuitton, Gucci, COACH and others.



Figure 2.4: Silk Scarf

v. Linen Scarves

Linen scarves is one of the scarves material that suitable for any outfit and season whether winter, summer, autumn or spring. User can carry the linen scarf in the handbag because the fabric of linen scarf is light and thin.



Figure 2.5: Linen Scarf

vi. Satin Scarves

Satin scarves is made from polyester or silk, it's a soft fabric material. Satin scarves has a variety of thickness and form. With different thickness, the weight and flexibility also different. If feel the outfit is boring, a satin scarf can spice up the outfit with just wrap the scarf around the neck.



Figure 2.6: Satin Scarf

vii. Cashmere Scarves

Cashmere scarves is the most popular fabric in the fashion industry. As the name implies, cashmere scarves is made from cashmere as a raw material. It have a perfect combination of function and fashion because it keep warm and make the outfit great. Cashmere scarves keep warm in winter, but won't make sweat in summer. Cashmere scarves are easy to carry because its material is light-weight and also safe to be used by sensitive skin because no additional chemicals. Same as silk scarves, cashmere scarves are valuable fashion apparel and a high-end gift for relatives and friends.



Figure 2.7: Cashmere Scarf

viii. Pashmina Scarves

Pashmina's fabric is popular because it is a general term for fine cashmere wool and textiles made from it, this fabric originated in India. It keep warm in cold weather and give protection from the cold of the winter wind. This material are soft and comfortable and it can be used to wrap a baby because of its fabric. To spice up and highlight the outfit, just wrap around the neck with a pashmina scarf. Pashmina scarf is a kind of textile made by hand spinning, weaving and embroidering.



Figure 2.8: Pashmina Scarf

ix. Velvet Scarves

The velvet scarf is beautiful but the fabric is thick. It warm and soft, very suitable to wear in winter because it's make warm and comfortable. Wrap the velvet scarf around the shoulder can show the charm because velvet scarf looks very decent, beautiful, and elegant.



Figure 2.9: Velvet Scarf

x. Net Scarves

Net scarves' fabric can be soft or rough. Net scarves can only be used to accessorizing an outfit because it look elegant but can't use to keep the body warm.



Figure 2.10: Net Scarf

xi. Viscose Scarves

Viscose scarves are quite popular among ladies, it is another common type, and its material is very soft with a feel like silk. Viscose scarf is a common fabric used for scarves because of its low price, but can give a regal and luxurious look.



Figure 2.11: Viscose Scarf

xii. Acrylic Scarves

Acrylic scarves is made by acrylic fibers and its weight is extremely light. Acrylic scarf is an alternative to wool scarves. It's ideal for casual outfit because the price is reasonable and suitable for people who allergic to wool.



Figure 2.12: Acrylic Scarf

xiii. Alpaca Scarves

Alpaca scarves is same like wool scarves but it material is lighter and softer than wool material. Alpaca scarves is an ideal choice for winter because it is soft to touch and luxurious. The breathable and lightweight material of alpaca make it suitable to be worn in any climate.



Figure 2.13: Alpaca Scarf

2.5 REVIEW OF THE BEST FABRICS FOR DIFFERENT SEASONS

2.5.1 Winter

Winter, as the name suggests, it is the coldest in the four season. The main purpose of the scarves in winter season is to keep warm. The fabric of scarves like wool and cashmere and other thick material is suitable because it is comfortable when wrap around the neck.

2.5.2 Summer

Summer is the hottest in the four season. Scarves that suitable for summer is thin material and no feel burdened when use. The fabric like cotton, chiffon and polyester is suitable to use in summer or hot weather.

2.5.3 Spring

Same as summer, the thin scarves material is suitable for spring season because it is light weight and will give protection for user from sun.

2.5.4 Autumn

In this seasons, the scarves material that soft and comfortable is suitable.

2.6 REVIEW OF SCARVES STYLING

Different ways to wear a scarves can lead a person a different style and temperament. There are 3 type of styling to wear a scarves:

i. Temperament

Simply wrap the scarf in a circle around the neck. If the material of the scarves is very soft, it can be wrapped around it more delicately. It will give people a feel of “Europe and American style”.

ii. Gentle

Fold the scarf diagonally to form a triangle shape with the corners at the front. Can also fix it with a scarf buckle.

iii. Simple style

When the clothes are too monotonous and need to be decorated, the scarf is inevitably the best choice. After a simple tidings, it can be hung on neck, which can be decorated and resist the cold air.

2.7 CONCLUSION

Scarves is a piece of fabric that wrap around the neck, near the head or waist, used for warmth, cleanliness, fashion or religious use. There are various type of scarves and they have many uses. People will wear thick scarves such as wool scarves to keep their body warm.

While in a dry weather place with a lot of dust and air pollution, a thin scarf can keep the hair clean to avoid the dust. Besides, scarves also can be used for protection purpose. In Australia, scarves has another use, that is scarves has used by Australian football fans for wave and cheer in the audience.

Nowadays, scarves had become a fashion accessory for daily stylish not only the function but combination of the function and fashion.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss about the research methodology. In this chapter, the researcher will explain the method that will be used when research the case study which includes several processes of gather information and research data to achieve the objectives that have been discussed in chapter 1. These data after that will be processed and transformed into easy-to-understand form of information. This chapter will explain about the research methodology used by the researcher during this study. Different methods often produce different results that mat be compatible or contradictory. Especially in the social science, there are many controversies about appropriate methods for studying certain phenomena for example quantitative and qualitative method. Methodology research is the way to produce data based on survey. The research should first obtain an understanding of the subject based on the experiment, then make a theorization and then try to find a way to refute. In the process, you can reject or improve the guess. If the guess survives, you also show that the theory can withstand every review.

3.2 RESEARCH METHOD

In the process of research, researcher have use several research methods so that the process of research this study is accurate based on the research source selected through the following methods:

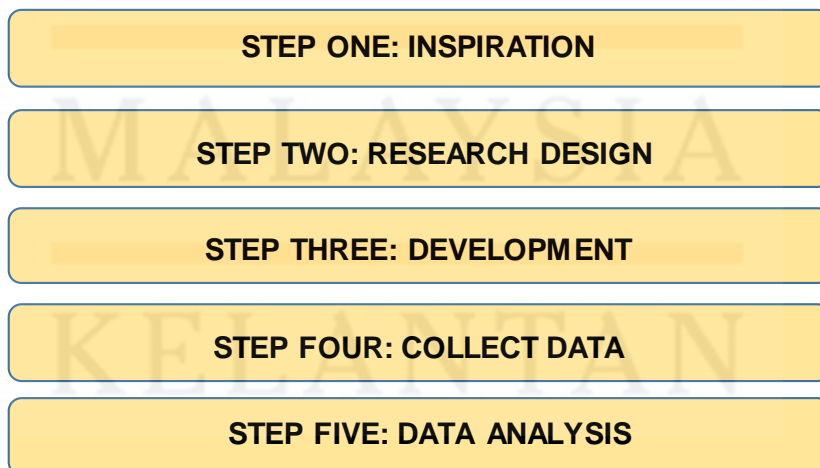


Chart 3.1: The Research Process

3.3 ANALYSIS RESEARCH DESIGN

The analysis research will be using the qualitative and quantitative method to receive opinion from respondent. Quantitative research is based on the study of objective facts, static and numerical data. This is the easy way to get the opinion from respondents by using online questionnaire.

3.4 QUESTIONNAIRE

Questionnaire are often use in research to get feedback from respondents. For this research, researcher will set up a questionnaire to respondent for answer it.

3.4.1 QUALITATIVE

Researcher will set an open-end question on the Google Form to ask the opinion of respondents to graphic scarves to collect the data.

3.4.2 QUANTITATIVE

Researcher will set up a survey form to collect the data. The survey question will divide into 4 section. First section is ask personal information of respondents like gender, age, race and occupation. For the second section will be asking for the question that related to statement of research problem. The third section will be asking the respondents to rate each design and which design of the scarves are the most they like. For the last section, respondents will be ask to choose the packaging of the scarves they suggest and like mostly.

3.5 RESEARCH PLACE

The research place is located at whole Malaysia through online because of the Pandemic of COVID-19. This research is to identify the view of respondents to the graphic scarves.

3.6 TARGET RESPONDENTS

The target respondents for this research is for all gender and no limited to Muslim or non-Muslim respondents. Researcher estimate that will have 100 respondents for this research. The research is mainly concerned perception of respondents to the scarves.

3.7 DATA ANALYSIS

Once all the information and data has been successfully collected through qualitative and quantitative methods, the data will be analyzed relevantly and systematically. Analysis of the study will be done before and after the new design is produced to answer the questions and problems of the study. The data will be analysis by using SPSS format that will show the table and pie chart of the data.

3.8 DATA COLLECTION PROCEDURE

The research will use Google Form to collect the data because researcher can collect the easily and efficiently. With the Google Form researcher can create tasks in a short time to ask respondents about the questionnaire. Researcher use Google Form to collect data because the interface of Google Form is easy to use and understand.

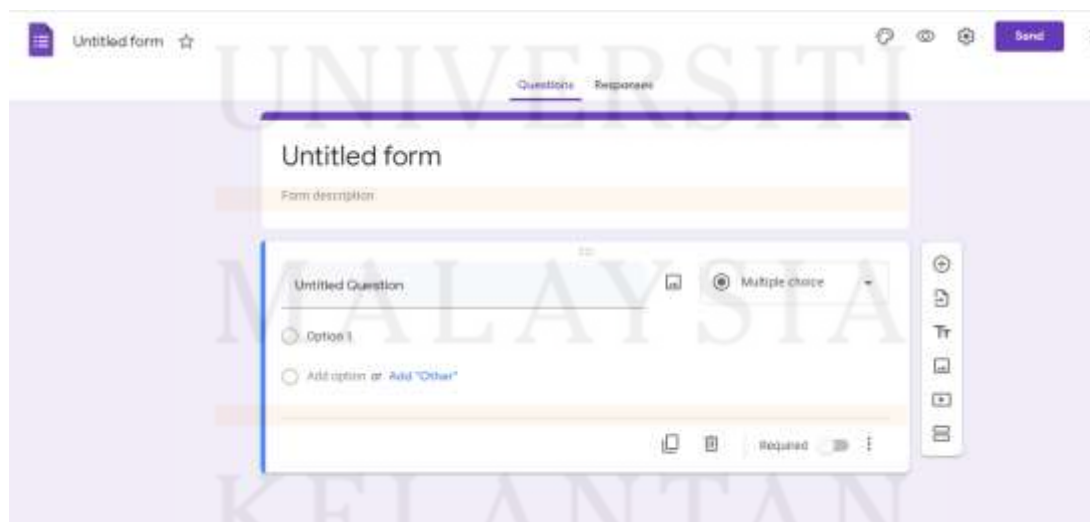


Figure 3.1: *Google Form*

3.9 CONCLUSION

In conclusion, this chapter is act as important role to a research because researcher can know the perception of the scarves from respondents. Researcher also can know about the perception of respondents to graphic scarves.



CHAPTER 4

RESULTS AND DISCUSSION OF THE STUDY

4.1 INTRODUCTION

This chapter will discuss about the finding of a research on design a scarves collection. Researcher will collect data from 120 respondents and the data collected will be analyzed. In this study, researcher using quantitative method to collect the data.

4.2 RESULT

The survey question will divide into 4 section. First section is ask personal information of respondents like gender, age, race and occupation. For the second section will be asking for the question that related to statement of research problem. The third section will be asking the respondents to rate each design and which design of the scarves are the most they like. For the last section, respondents will be ask to choose the packaging of the scarves they suggest and like mostly.

4.2.1 DEMOGRAPHIC DATA

There were 120 respondents in the demographic data questionnaire. This section is to identify the background of respondents that participated in this research.

4.2.1.1 GENDER

GENDER	FREQUENCY	PERCENTAGE (%)
MALE	48	40
FEMALE	72	60
TOTAL	120	100

Table 4.1: Gender

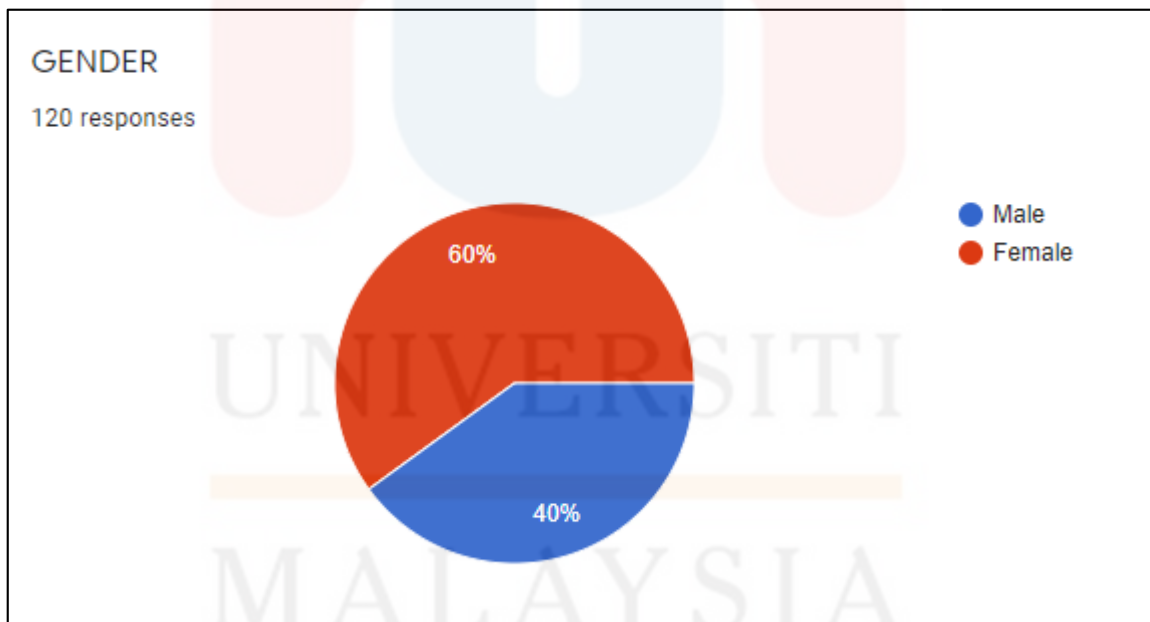


Chart 4.1: Gender

A total of 120 respondents, 72 respondents (60%) are female and the remaining 48 respondents (40%) are male.

4.2.1.2 RACES

RACE	FREQUENCY	PERCENTAGE (%)
MALAY	13	10.8
CHINESE	105	87.5
INDIAN	2	1.7
TOTAL	120	100

Table 4.2: Races

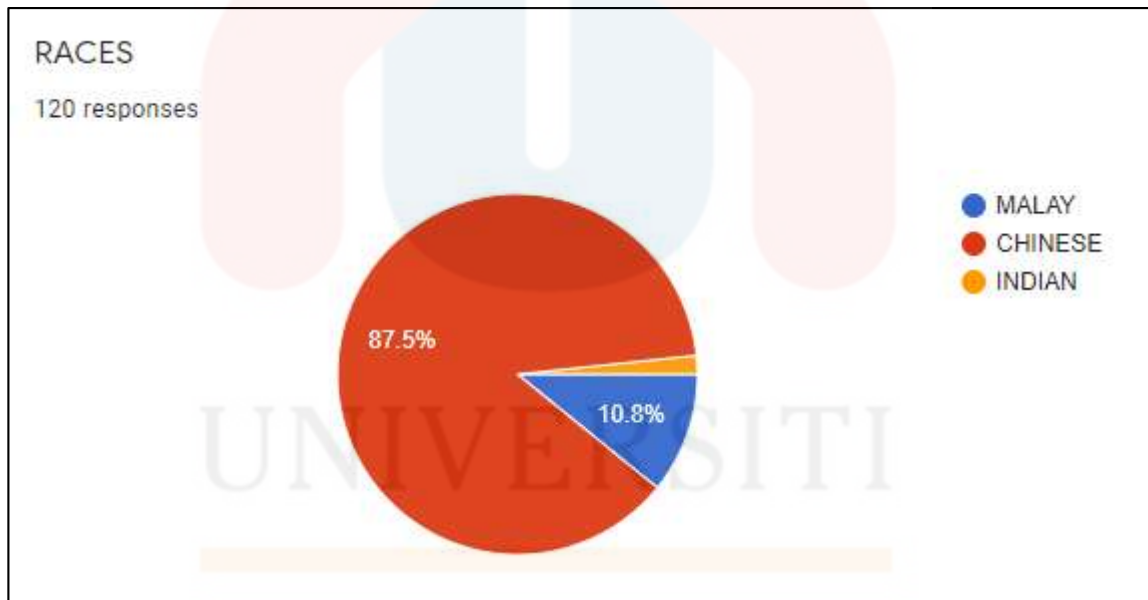


Chart 4.2: Races

A total of 120 respondents, 105 respondents (87.5%) are Chinese, 13 respondents (10.8%) are Malay and the remaining 2 respondents (1.7%) are Indian.

4.2.1.3 AGE

AGE	FREQUENCY	PERCENTAGE (%)
20 BELOW	2	1.7
21-25	65	54.2
26-30	39	32.5
31-35	8	6.7
36 AND ABOVE	6	5
TOTAL	120	100

Table 4.3: Age

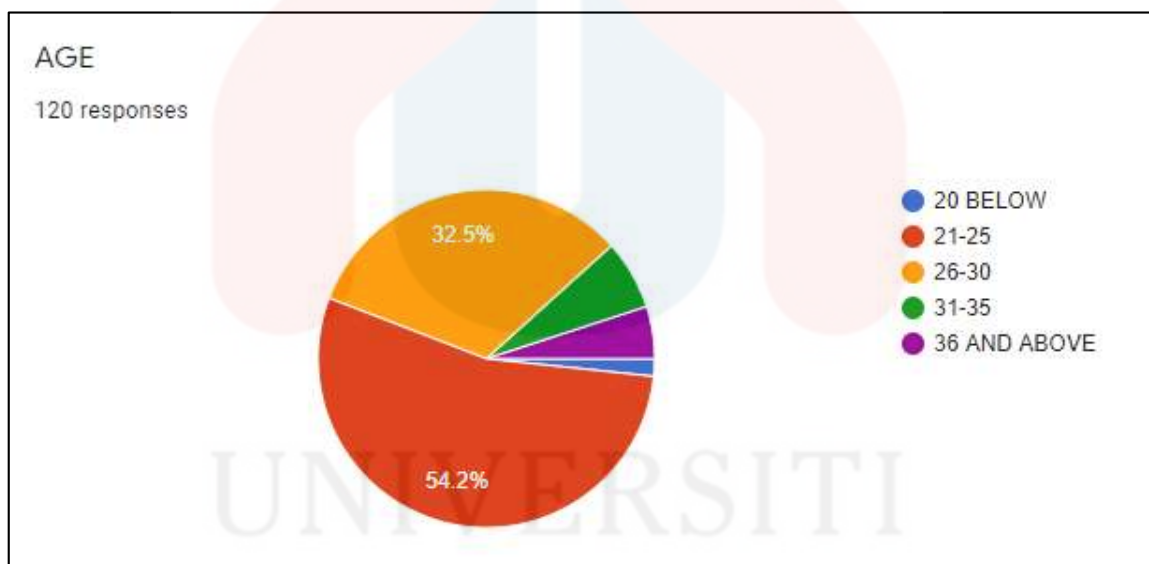


Chart 4.3: Age

A total of 120 respondents, 65 respondents (54.2%) from group age from 21-25, 39 respondents (32.5%) from group age from 26-30, 8 respondents (6.7%) from group age from 31-35, 6 respondents (5%) from group age from 31 and above and the remaining 2 respondents (1.7%) are from group age 20 and below.

4.2.1.4 OCCUPATION

OCCUPATION	FREQUENCY	PERCENTAGE (%)
Government Sector	6	5
Private Sector	61	50.8
Self-employed	19	15.8
Student	27	22.5
Other	7	5.8
TOTAL	120	100

Table 4.4: Occupation

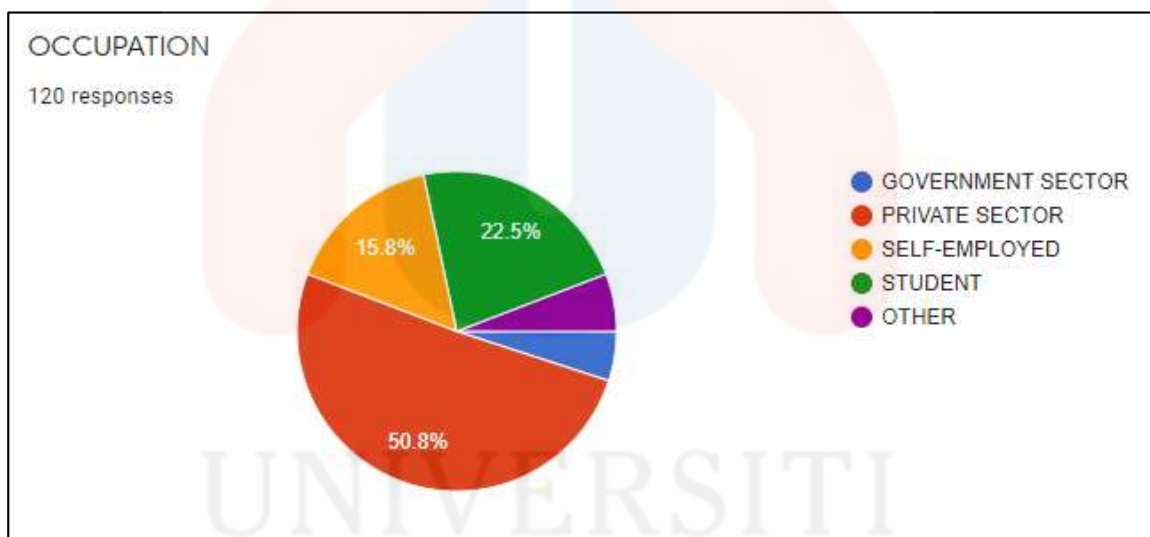


Chart 4.4: Occupation

A total of 120 respondents, 61 respondents (50.8%) are from private sector, 27 respondents (22.5%) are student, 19 respondents (15.8%) are self-employed, 7 respondents (5.8%) are other occupation and the remaining 6 respondents (5%) are from government sector.

4.2.2 INFORMATION

This section is to get the general information and understanding of respondents about the scarves.

Question 1: Do you a scarf users?

OPTION	FREQUENCY	PERCENTAGE (%)
Yes	14	11.7
No, but there are scarf users around me	88	73.3
Maybe	18	15
TOTAL	120	100

Table 4.5: Question 1

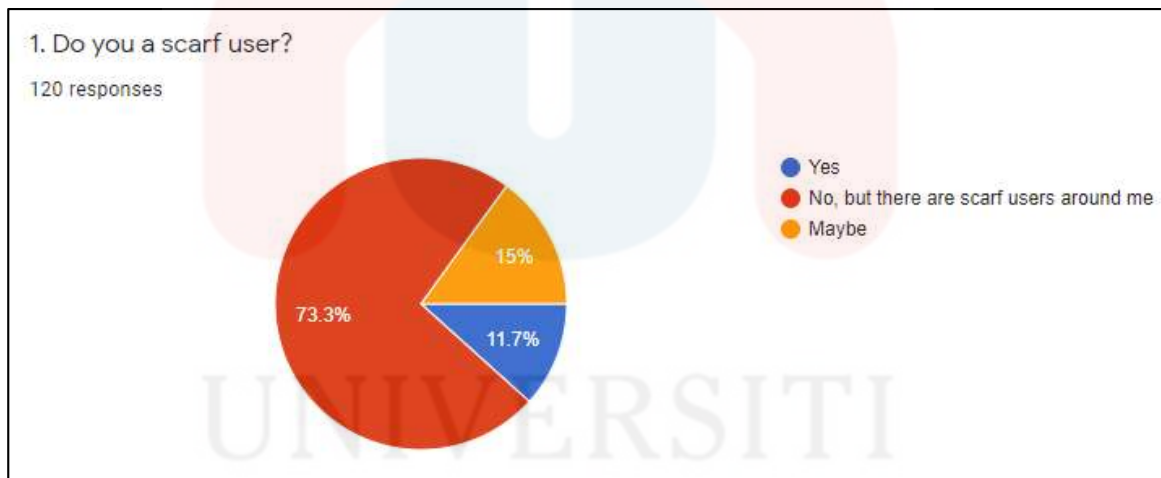


Chart 4.5: Question 1

The question 1 ask whether the respondent is a scarf user or not. According to the answer from 120 respondents, 88 respondents (73.3%) answer “No”, means that they not a scarf user but there have scarf users around them. 14 respondents (11.7%) answer “Yes”, that mean 14 of them are scarf users and the remain 18 respondents (15%) answer that maybe they are scarf user. This show the majority that the 88 respondent from 120 respondents not a scarf user but there have many scarf users around them.

Question 2: What kind of scarf material do you use or preferred?

MATERIAL	FREQUENCY	PERCENTAGE (%)
Cotton	51	42.5
Chiffon	18	15
Silk	36	30
Satin	15	12.5
TOTAL	120	100

Table 4.6: Question 2

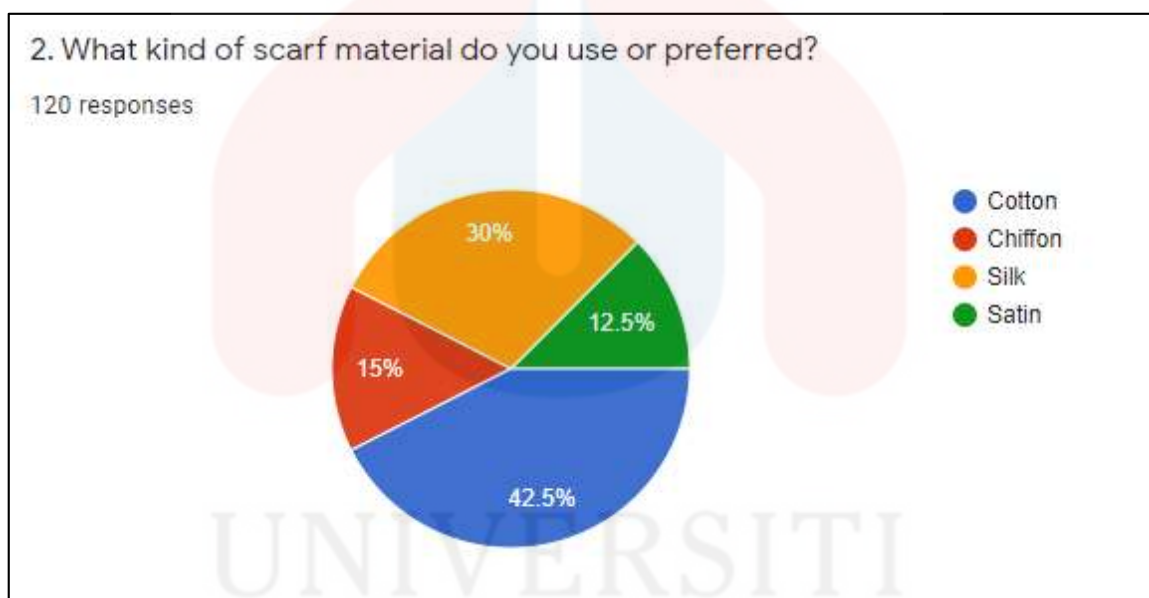


Chart 4.6: Question 2

Question 2 is ask about the scarf material that respondent use or prefer. According to the responses that answer by 120 respondents, 51 respondents (42.5%) prefer cotton material, 36 respondents (30%) prefer silk material, 18 respondents (15%) prefer chiffon material, and 15 respondents (12.5%) prefer satin material. From the data above show that majority of the respondents prefer the cotton scarf material, satin material get the least prefer from respondent.

Question 3: Do you have a graphic scarf?

OPTION	FREQUENCY	PERCENTAGE (%)
Yes	18	15
No	92	76.7
Maybe	10	8.3
TOTAL	120	100

Table 4.7: Question 3

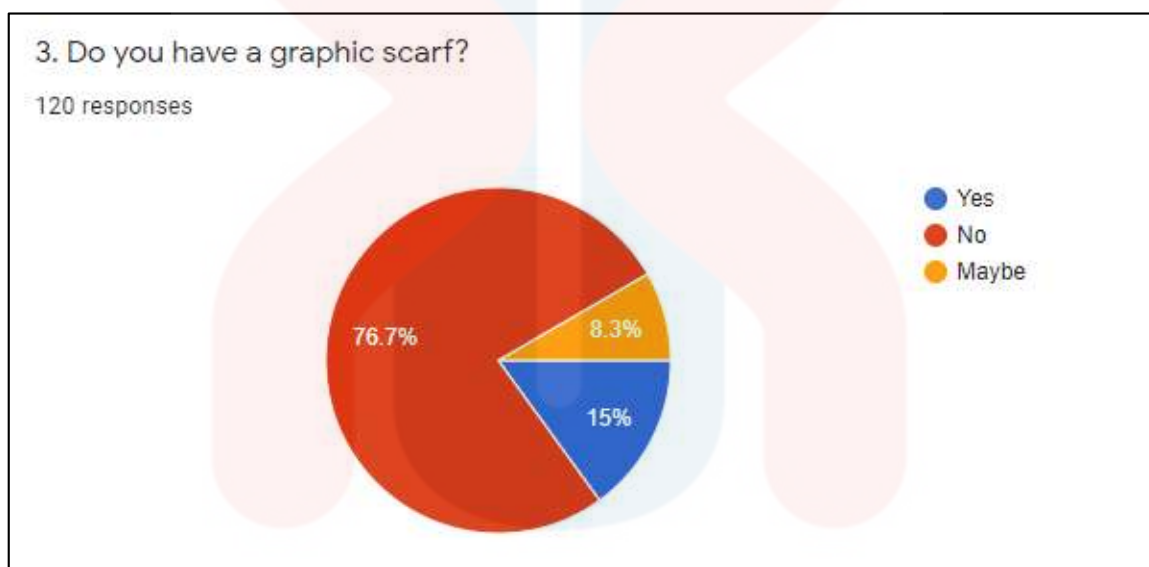
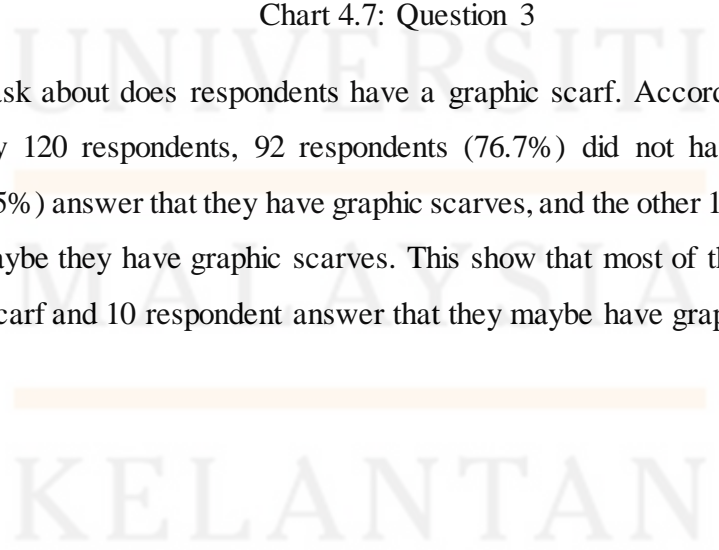


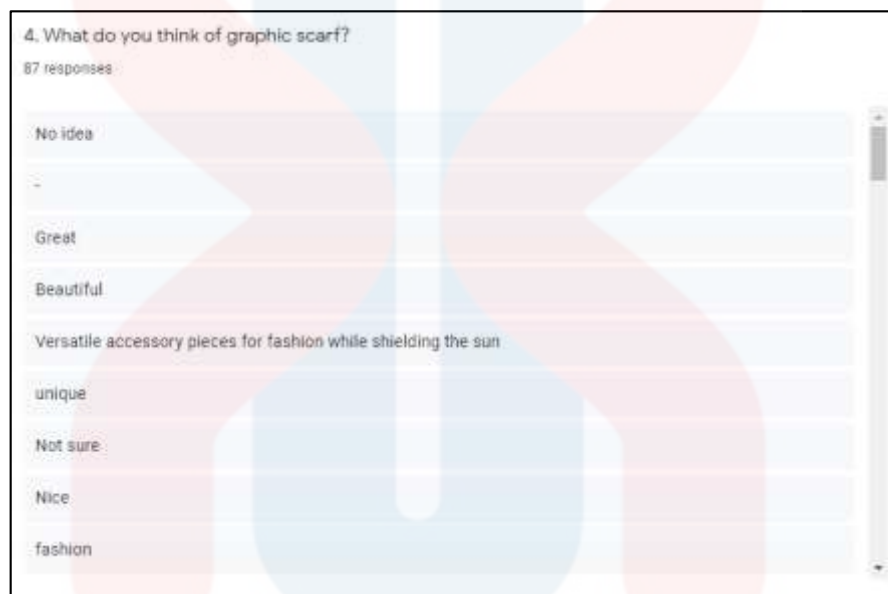
Chart 4.7: Question 3

Question 3 is ask about does respondents have a graphic scarf. According to the responses that answer by 120 respondents, 92 respondents (76.7%) did not have graphic scarf, 18 respondents (15%) answer that they have graphic scarves, and the other 10 respondents (8.3%) answer that maybe they have graphic scarves. This show that most of the respondent did not have graphic scarf and 10 respondent answer that they maybe have graphic scarves.

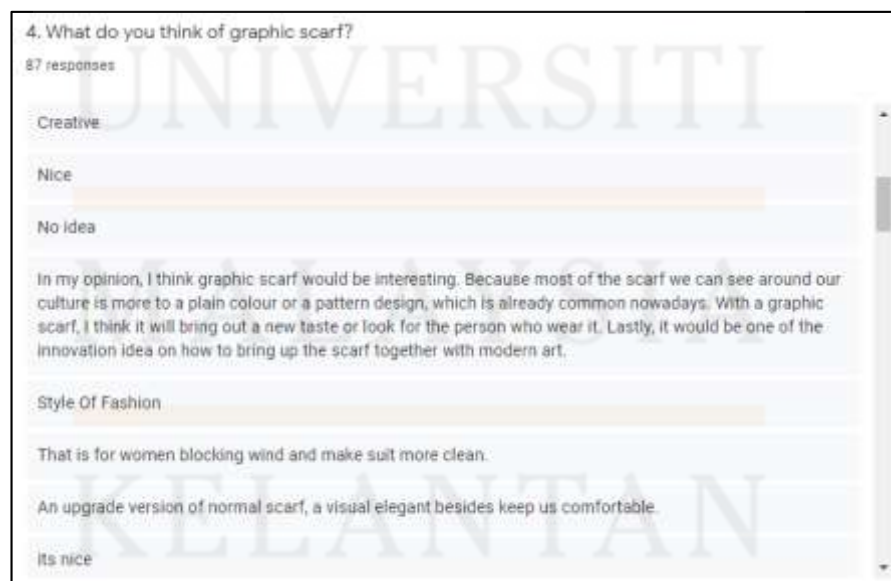


Question 4: What do you think of graphic scarf?

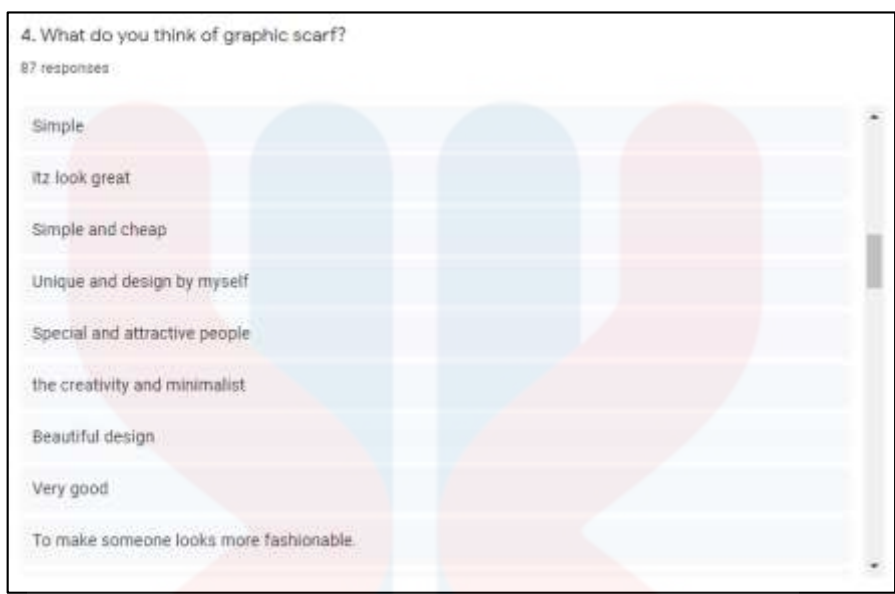
Question 4 is an open-ended question for respondent to give their view or opinion to graphic scarves. In this question, respondents can give any answer of their opinion to graphic scarves. This allows respondents freedom to offer any answer they wish to the question.



Picture 4.1



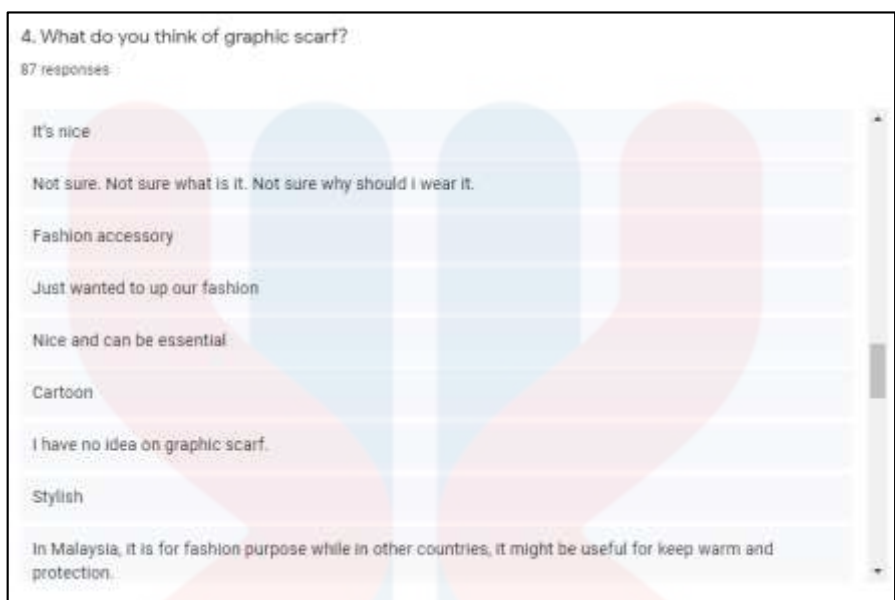
Picture 4.2



Picture 4.3



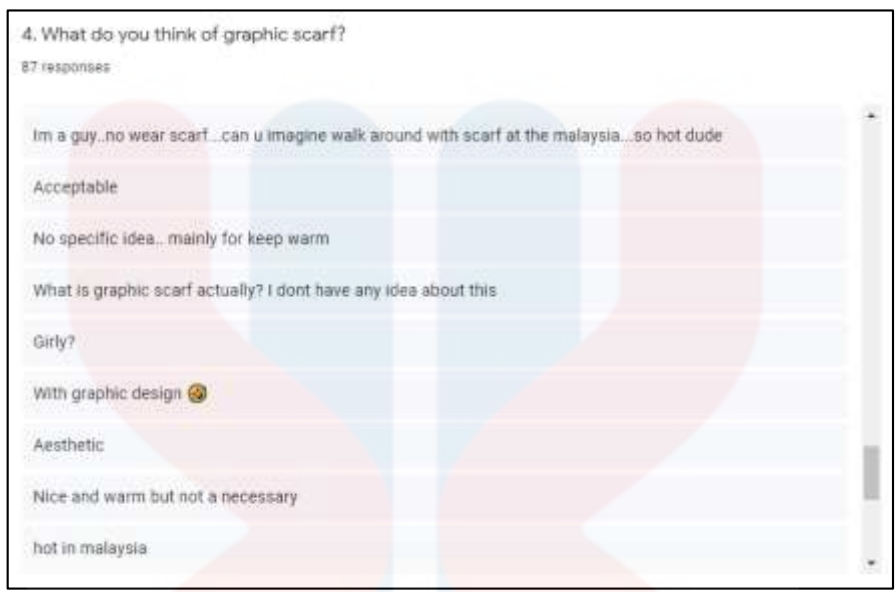
Picture 4.4



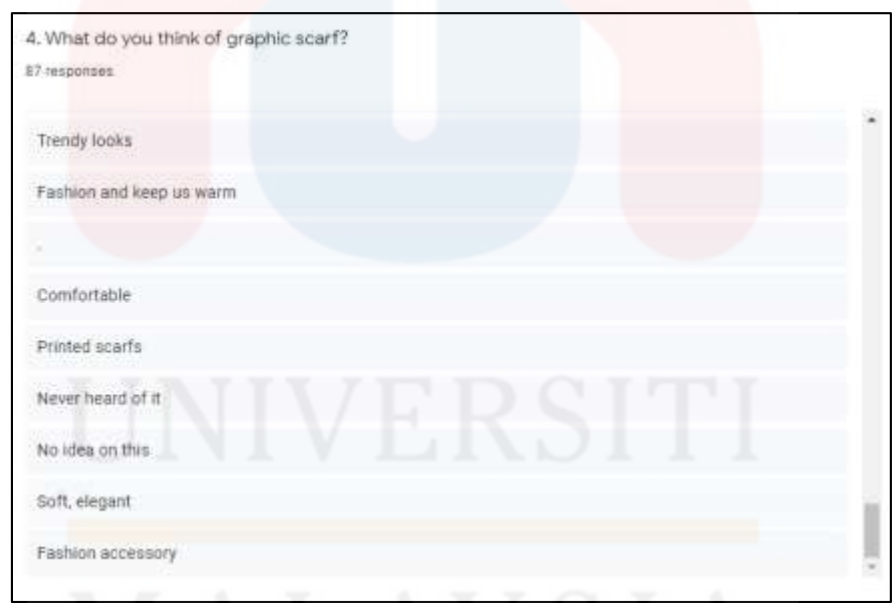
Picture 4.5



Picture 4.6



Picture 4.7



Picture 4.8

From the answer that answered by respondent, there have 36 respondent didn't give their opinion on the graphic scarf, 11 respondents said that they have no idea about graphic scarves, most of the respondent answer that they think graphic scarf is look nice, fashion and interesting .

Question 5: Can you accept graphic scarf?

OPTION	FREQUENCY	PERCENTAGE (%)
Yes	75	62.5
No	5	4.2
Maybe	40	33.3
TOTAL	120	100

Table 4.8: Question 5

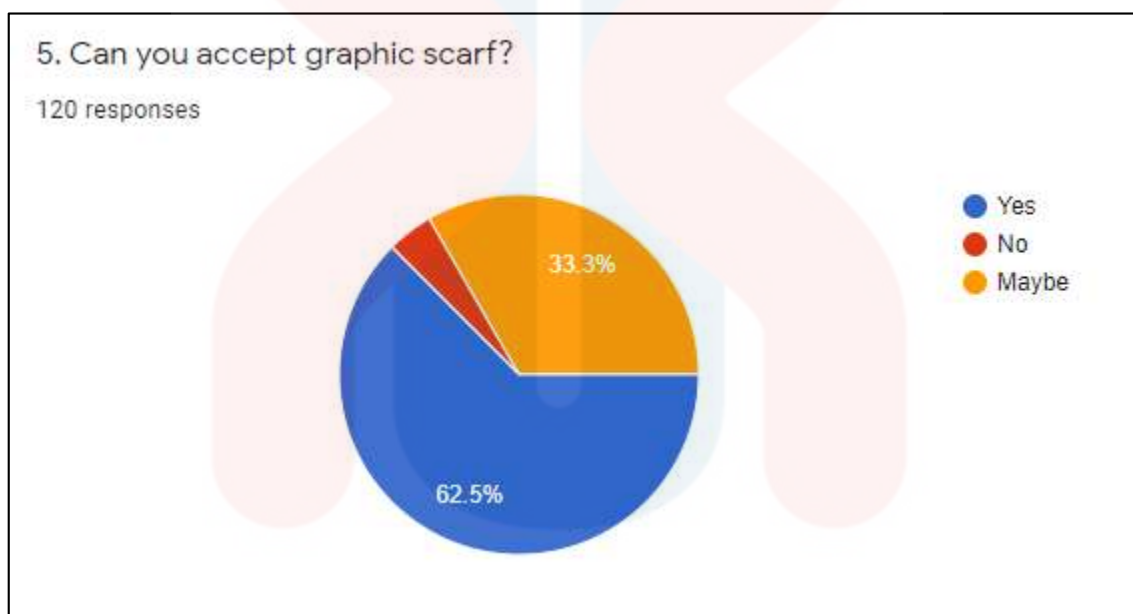


Chart 4.8: Question 5

Question 5 is ask about is respondents can accept graphic scarf. According to the responses that answer by 120 respondents, 75 respondents (62.5%) answer that they can accept graphic scarf, 40 respondents (33.3%) answer that they maybe can accept graphic scarves, only 5 respondents (4.2%) answer that they cannot accept graphic scarves. This show that most of the respondent can accept graphic scarf.

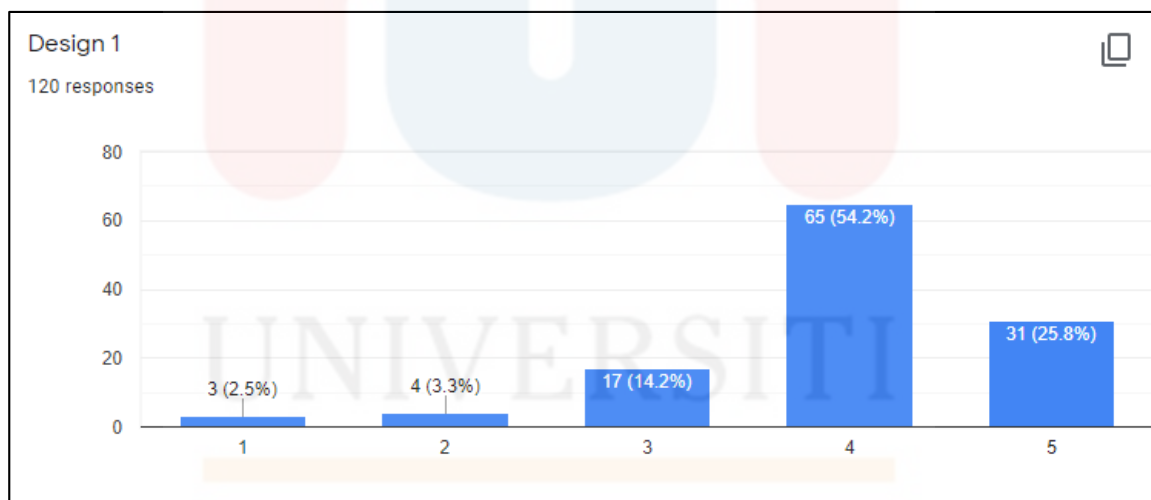
4.2.3 PERCEPTION RESPONDENTS TO THE DESIGN

This section is to get the perception of respondents for the graphic scarves that design by researcher. The data will be collect by using matrix question.

Section C Question 1: Respondents perception to the scarf Design 1



Picture 4.9: Design 1



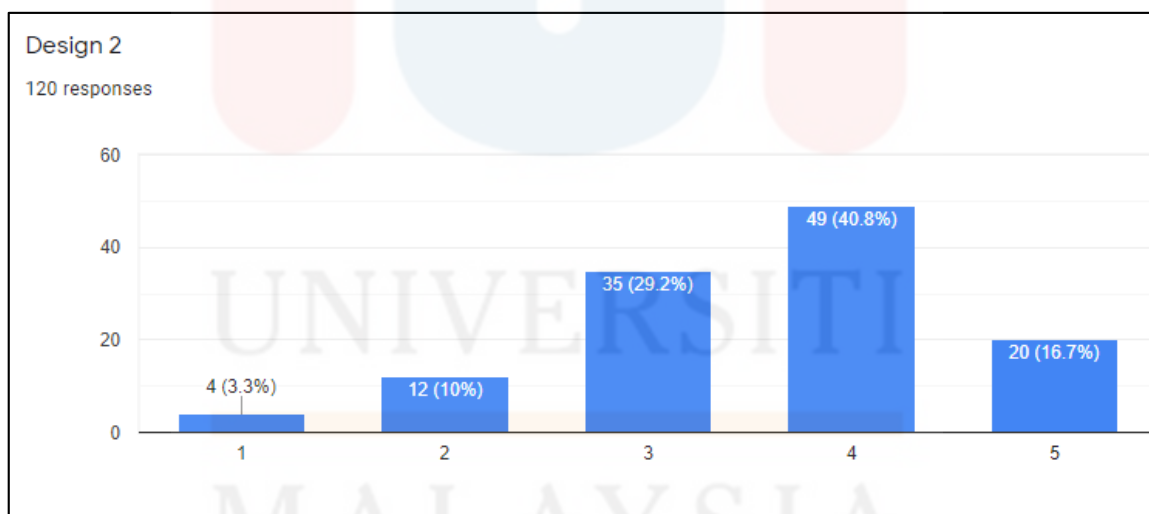
Graph 4.1: Statistic for Design 1

From the respond rating at Graph 4.1 show the statistic of scarf design 1. The respond show that 65 respondents (54.2%) rate that Design1 is *Great*, 31 respondents (25.8%) rate that Design1 is *Excellent*, 17 respondents (14.2%) rate that Design1 is *Good*, 4 respondents (3.3%) rate that the Design1 is *OK* for them, and only 3 respondents (2.5%) rate that the Design1 is *Bad*. From the majority show that, scarf for Design1 is *Great*.

Section C Question 2: Respondents perception to the scarf Design 2.



Picture 4.10: Design 2



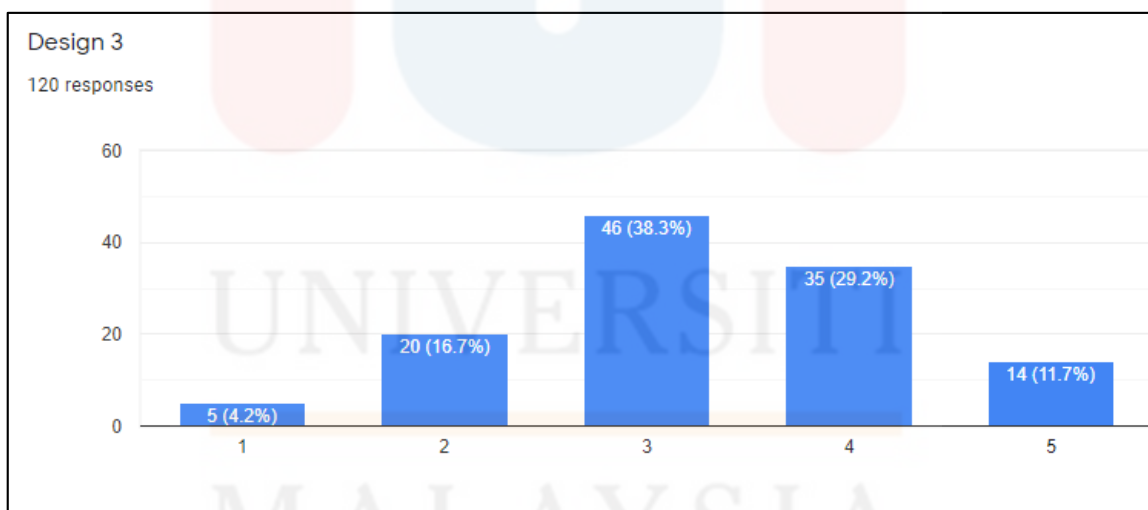
Graph 4.2: Statistic for Design 2

From the respond rating at Graph 4.2 show the statistic of scarf Design 2. The respond show that 49 respondents (40.8%) rate that Design2 is *Great*, 35 respondents (29.2%) rate that Design2 is *Good*, 20 respondents (16.7%) rate that Design2 is *Excellent*, 12 respondents (10%) rate that the Design2 is *OK* for them, and only 4 respondents (3.3%) rate that the Design2 is *Bad*. From the majority show that, scarf for Design2 is *Great*.

Section C Question 3: Respondents perception to the scarf Design 3.



Picture 4.11: Design 3



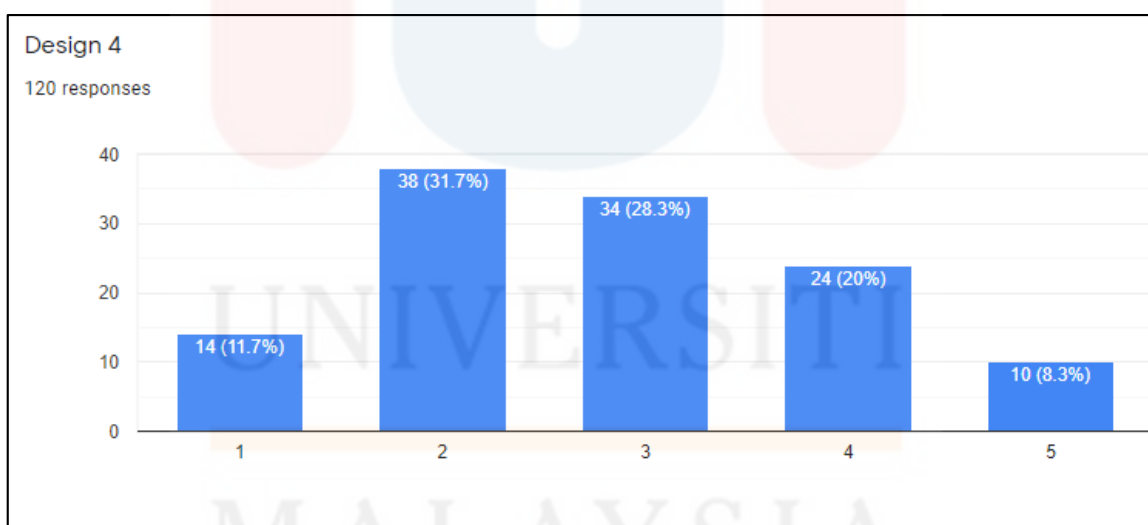
Graph 4.3: Statistic for Design 3

The statistic show that from 120 responses, there are 46 respondents (38.3%) rate that Design3 is *Good*, 35 respondents (29.2%) rate that Design3 is *Great*, 20 respondents (16.7%) rate that Design3 is *Ok*, 14 respondents (11.7%) rate that the Design3 is *Excellent*, and 5 respondents (4.2%) rate that the Design3 is *Bad*. From the majority show that, respondents' perception for scarf Design3 is *Good*.

Section C Question 4: Respondents perception to the scarf Design 4.



Picture 4.12: Design 4



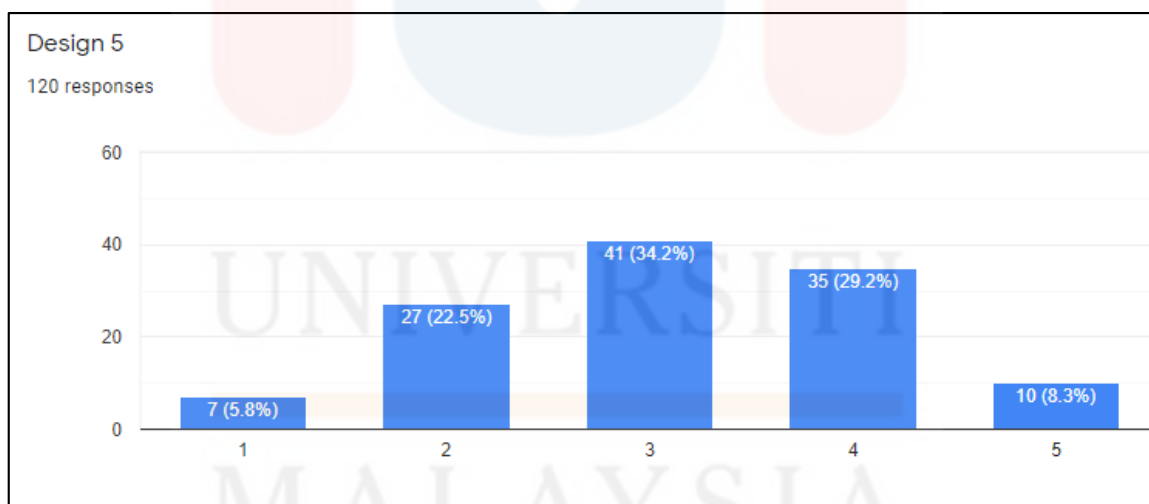
Graph 4.4: Statistic for Design 4

The statistic show that there are 38 respondents (31.7%) rate that Design4 is *OK*, 34 respondents (28.3%) rate that Design4 is *Good*, 24 respondents (20%) rate that Design4 is *Great*, 14 respondents (11.7%) rate that the Design4 is *Bad*, and 10 respondents (8.3%) rate that the Design4 is *Excellent*. From the majority show that, perception for the design of scarf for Design4 is *OK* from 120 respondents.

Section C Question 5: Respondents perception to the scarf Design 5.



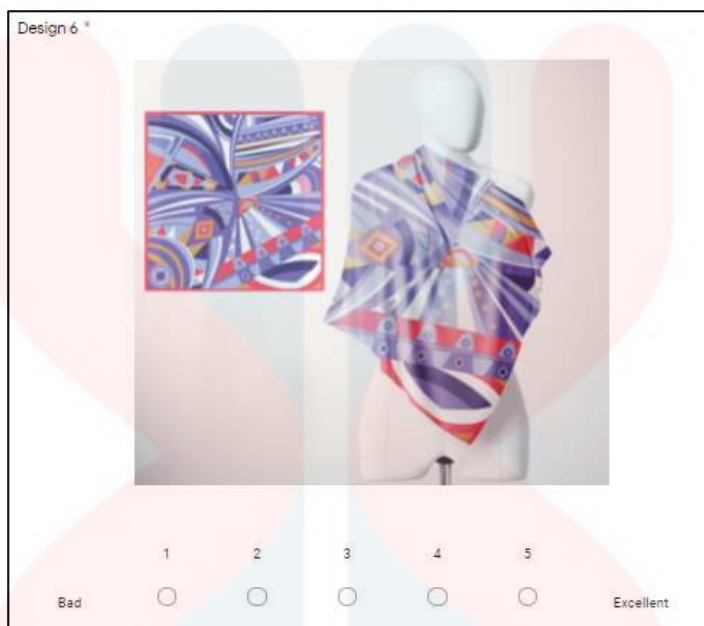
Picture 4.13: Design 5



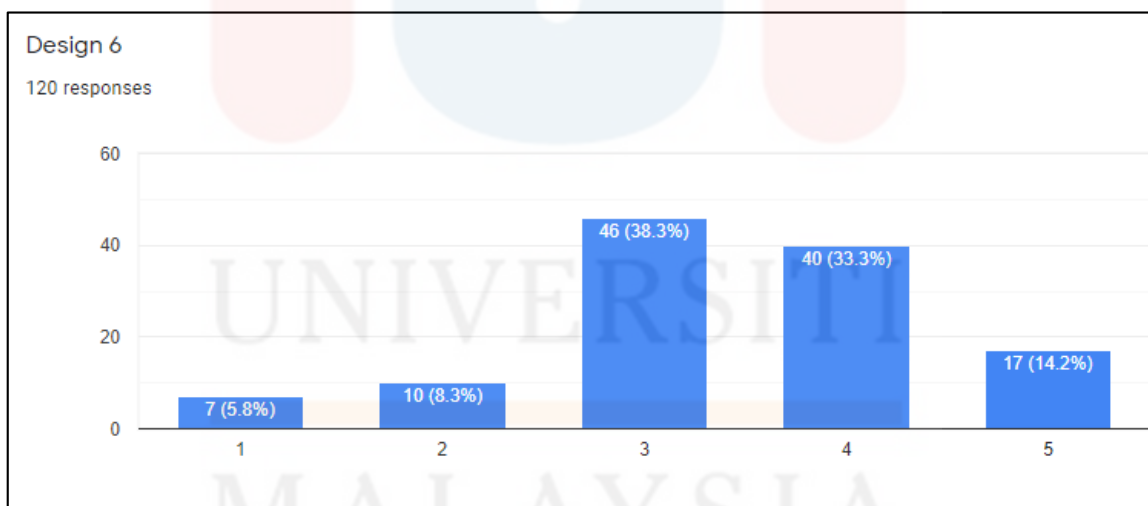
Graph 4.5: Statistic for Design 5

The statistic show that there are 41 respondents (34.2%) rate that Design5 is *Good*, 35 respondents (29.2%) rate that Design5 is *Great*, 27 respondents (22.5%) rate that Design5 is *OK*, 10 respondents (8.3%) rate that the Design5 is *Excellent*, and 7 respondents (5.8%) rate that the Design5 is *Bad*. It show that, perception of respondents for the design of scarf for Design5 is *Good*.

Section C Question 6: Respondents perception to the scarf Design 6.



Picture 4.14: Design 6



Graph 4.6: Statistic for Design 6

For the scarf Design 6, there are 46 respondents (38.3%) rate that the design is *Good*, 40 respondents (33.3%) rate that the design is *Great*, 17 respondents (14.2%) rate that the design is *Excellent*, 10 respondents (8.3%) rate that the design is *OK*, and 7 respondents (5.8%) rate that the design is *Bad*.

Section C Question 7: Based on the 6 scarf design, which color of the scarf do respondents most like and prefer.

DESIGN	FREQUENCY	PERCENTAGE (%)
Design 1	58	48.3
Design 2	15	12.5
Design 3	6	5
Design 4	5	4.2
Design 5	14	11.7
Design 6	12	10
All of the above	10	8.3
TOTAL	120	100

Table 4.9: Question 7 Section C

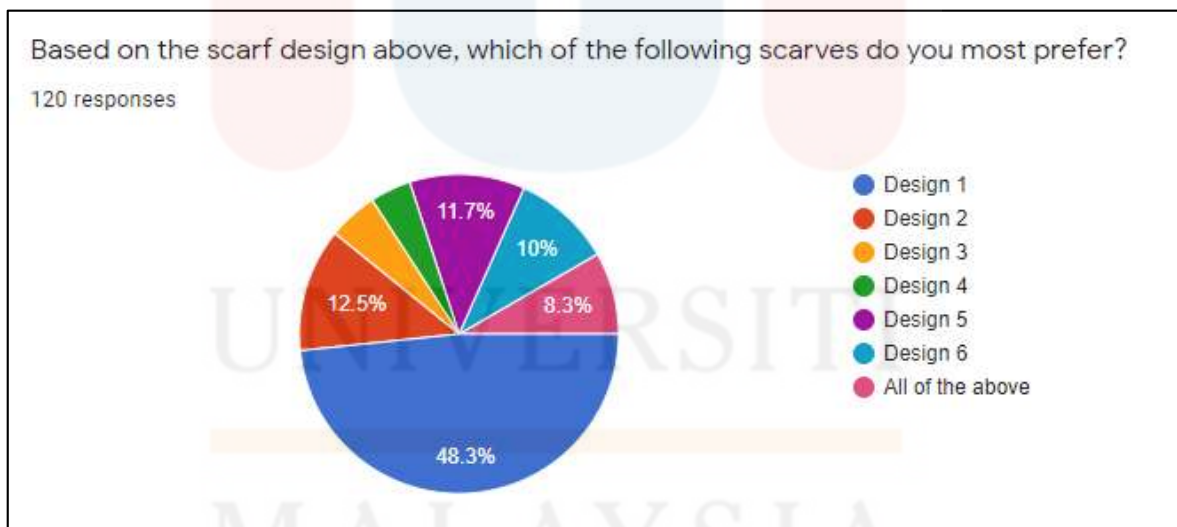


Chart 4.9: Question 7 Section C

This question is to identify which design of scarf is most preferred by respondents. From the Chart 4.9 above show that most of the respondents like scarf Design 1, it have 58 respondents (48.3%) prefer this design. 10 respondents (8.3%) prefer all the 6 design.

4.2.4 PACKAGING DESIGN

This section asking respondents for packaging design. To identify which packaging is most attractive for respondents.

Section D Question 1: Which Packaging Design for the scarf most attractive for you?

PACKAGING	FREQUENCY	PERCENTAGE (%)
Packaging Design 1	30	25
Packaging Design 2	24	20
Packaging Design 3	65	55
TOTAL	120	100

Table 4.10: Section D Packaging Design

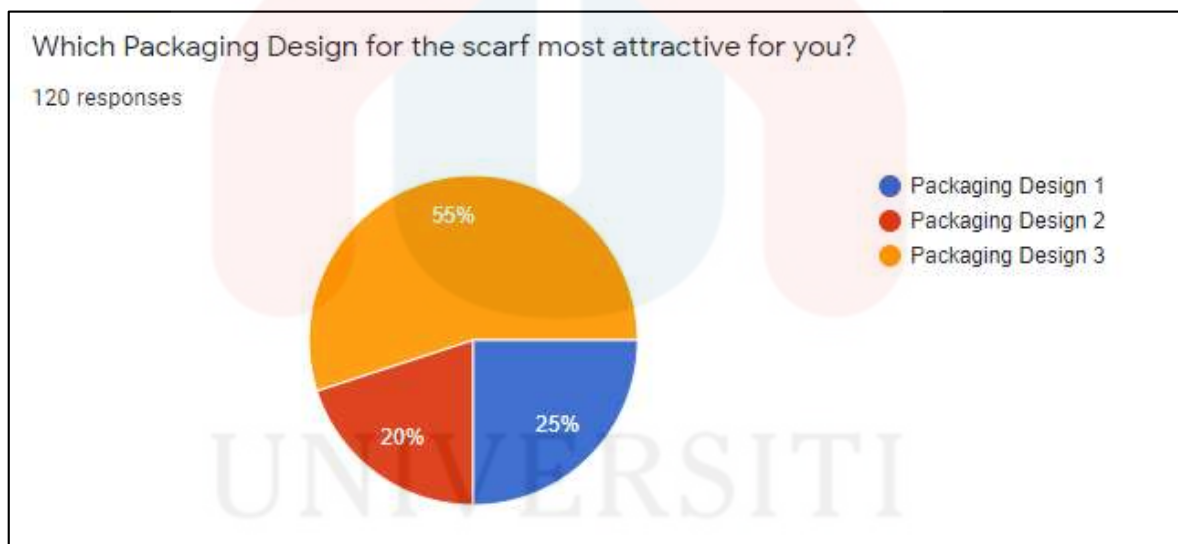


Chart 4.10: Section D Packaging Design

Based on the responded from 120 respondents, 65 respondents (55%) choose Packaging Design3, it means that more than half of the people chose the Packaging Design 3. 30 respondents (25%) choose the Packaging Design 1, and 24 respondents (20%) choose the Packaging Design 2.

4.3 DISCUSSION

To make this questionnaire progress run smoothly, the survey include respondents from different background such as respondents from government sector, private sector, self-employed, student and other. This questionnaire had collected 120 responses from the respondents. The overall data that collected had help researcher in this study. From the open-ended question in Section B that ask the respondent's perception to the scarf, the data that collected are positive. Some of the respondent answer they have no idea to the graphic scarf and the remaining respondents said that graphic scarf is fashionable, soft and nice. From the data collected, most of the respondent did not have a graphic scarf and they also not a scarf user but there are scarf users around them. For the material of the scarf, most of the respondent choose cotton and then is the silk material. In Section C, respondents are ask to rate the design for each scarf and choose which scarf are they most prefer, from the data collected show that the Design 1 get the most preferred from respondents. At section D that's ask for the respondents about the packaging they like. More than half respondents from 120 respondents choose the Packaging Design 3.

4.4 FINAL PRODUCT

From the data collected, researcher had ranked the most prefer scarf design by respondents to least prefer scarf design by respondents.

4.4.1 SCARF DESIGN



Picture 4.15: Scarf Design that preferred by most of the respondents.



Picture 4.16: Scarf Design that second preferred by respondents.



Picture 4.17: Scarf Design that third preferred by respondents.



Picture 4.18: Scarf Design that fourth preferred by respondents.



Picture 4.19: Scarf Design that fifth preferred by respondents.



Picture 4.19: Scarf Design that sixth preferred by respondents.

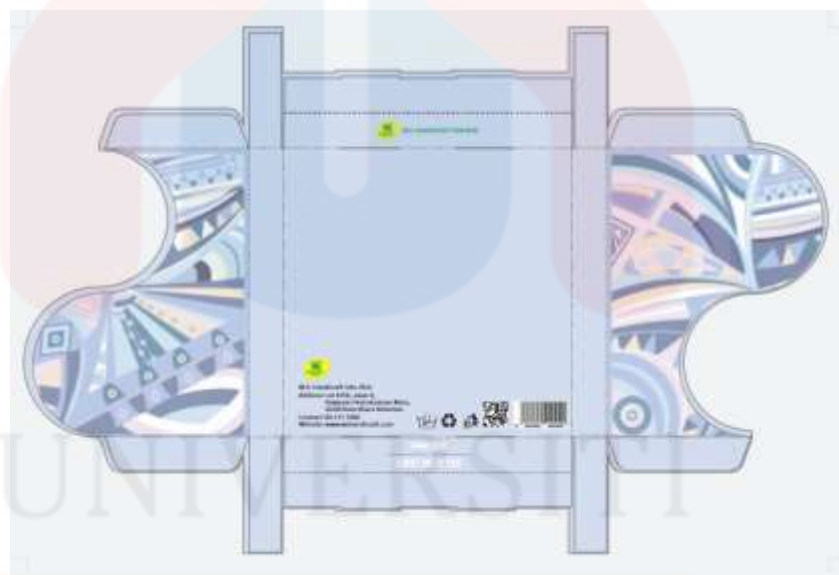
4.4.2 PACKAGING OF THE SCARF



Picture 4.20



Picture 4.21



Picture 4.22: Dieline for the Packaging

MALAYSIA
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CHAPTER 5

CONCLUSION OF THE STUDY

5.1 INTRODUCTION

In this chapter, researcher will discuss the significant of the study. Besides that, the researcher will also discuss the element of entrepreneurship that can be applied in the study and the product value for respondents. Lastly, researcher also will discuss recommendation for future improvement for the study.

5.2 SIGNIFICANT OF THE STUDY

Through this study, researcher had identified the scarves material that is suitable for hot weather that researcher do the survey to get the respond from respondent and design a collection of graphic scarves that can be used for all respondent even Muslim or non-Muslim. The respond of the scarf design that researcher show in questionnaire also positive from respondent.

Besides, the graphic scarves that designed by researcher will launch in the market at future. The significance of the research is to determine the respondents' view of the graphic scarves and which scarves material that they prefer.

5.3 CONCLUSION

The main purpose of this study is to design a collection of graphic design and promote the scarf. From this study, researcher had identify the material that suitable use in hot weather. Besides, this research also had identify the perception from different respondent. In conclusion, graphic scarf is an accessory that have combination in function and fashion.

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WEEK	1	2	3	1	2	3	4	1	2	3	4	1	2	3	4
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