



## Use of Clive Bell's Theory in the Typical Image of *Pecel Lele's* Banner

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### ABSTRACT

*Clive Bell is a philosopher of modern classical art who is famous for his idea of significant form. Bell is a philosopher who was influenced by Plato's line of thought about beautiful forms that seem to be outside the form of the work itself. According to him, all aesthetic systems start from the subject's personal experience of the occurrence of typical emotions. There are three theories of Clive Bell, namely aesthetic emotion, meaningful form, and essentialism. This research uses a qualitative research approach with data collection stages as the completion material for this research, because qualitative methods generally emphasize analysis or descriptiveness. Data can be obtained from data collection techniques in the form of in-depth interviews and observation. Based on the analysis carried out, a new meaning emerged in the typical image from *pecel lele's* banner. The typical image *pecel lele's* banner is not just an ordinary banner without any artistic value in it. After carrying out this research, it was found that in the typical image *pecel lele's* banner there are Clive Bell's principles, namely aesthetic emotions; as sales identity, meaningful forms; as a memorable image, and essentialism; the typical image as identification and there are also principles of painting such as color lines, shapes, planes, and textures.*

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## 1. Introduction

According to Budiman Hakim, visuals are an absolute requirement when business people introduce their brand. Usually business people prioritize visuals to attract consumers' attention (Budiman Hakim 2006:8). Likewise with this typical image *pecel lele's* banner, the most important thing in its form and sales is in terms of its distinctive visuals, namely in the form of various animal shapes to show the menu in the stall, as well as the use of striking colors to attract buyers at night.

Meaningful form is the emergence of specific or typical emotional experiences called aesthetic emotions. According to Clive Bell, beautiful and meaningful forms are 2 (two) different things, according to him what is usually called beautiful is not necessarily aesthetic, that is, beautiful is more general and adapts to what someone wants, while meaningful forms are 'specific emotions' that are evoked by objects. art. (Jacob Sumardjo 2000:59).

There is no design knowledge, let alone visual communication forged by the artists or makers of these *The typical image pecel lele's banner*. They only have the determination to make buyers interested in their merchandise, which is actually home-cooked food. Through this research, the researcher wants to explain how Clive Bell's visual analysis of the typical image *pecel lele's* banner has a significant shape and distinctive emotions, because as is known to the general public, this *the typical image pecel lele's* banner is only seen as an ordinary the typical image *pecel lele's* banner displayed on place to

eat, they only think that the banner is just a cover for an ordinary *pecel lele*'s restaurant without feeling the value of any icons or subjects on the *The typical image pecel lele's banner*.

## 2. Method

The qualitative research method is a research method used to examine the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out in a triangulated manner, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Zuchri Abdussamad 2021:3). In the research entitled visual analysis of Clive Bell's theory of The typical image *pecel lele*'s banner. This research uses a qualitative research approach using a research method, namely the narrative method, namely the type of research is a type of research that is explained directly orally by telling or narrating the contents of the research which supports the researcher to obtain research results, namely painting with Clive Bell's theory.

Data collection can be obtained in various ways, namely by direct observation at the destination location, and the interview method with sources to obtain accurate data through questions that have been asked, the documentation method by collecting and analyzing documents in the form of writing, images, or such as through electronic objects. The form of data in this research technique uses documentation in the form of pictures of the ornaments to be studied, as well as recorded interviews from sources who wish to obtain clear and accurate data.

The data analysis technique that the author uses in this research is a qualitative data analysis technique, namely data reduction, which is a type of analysis to classify, direct, eliminate less relevant information, and organize data, so that valid final conclusions can be drawn. And the use of display techniques or data presentation is the process of presenting data by displaying data that has been obtained in the field. The presentation of this data is intended to make it easier to understand the research that has been presented. The presentation was in the form of photos of the typical image *pecel lele*'s banner.

## 3. Results and Discussion

Through this research, the researcher wants to explain how Clive Bell's visual analysis of the typical image *pecel lele*'s banner has a significant shape and distinctive emotions, because as is known to the general public, this the typical image *pecel lele*'s banner is only seen as an ordinary banner displayed on place to eat, they only think that the banner is just a cover for an ordinary *pecel lele*'s restaurant without feeling the value of any icons or subjects on the typical image *pecel lele*'s banner. Apart from wanting to show the special value contained in this typical image *pecel lele*'s banner, another reason the researchers chose the typical image *pecel lele*'s banner for research is because the typical image *pecel lele*'s banner is different from the typical image *pecel lele*'s banner in other regions, such as the typical image *pecel lele*'s banner from Brebes, although The banners are both painted, but the difference with Lamongan is that the majority of Brebes banners do not have animal images like the typical Lamongan banners which use animal images as menu instructions, apart from that in terms of color the banners from Brebes only use red and blue.

According to Clive Bell, all aesthetic systems start from the subject's personal experience of the occurrence of typical emotions. There are three theories of Clive Bell, namely:

- Aesthetic emotions

Aesthetic emotions are emotions that arise when looking at a work of art that contains specific emotional value (the emotions that arise are not like everyday feelings). Like Immanuel Kant's theory of disinterestedness.

- Significant form (significant form).

Meaningful forms arise from the harmony of lines, colors, textures, rhythms and other nuances in a work of art that give rise to aesthetic emotions in the observer. A work of art has a meaningful form if the

work of art gives rise to certain emotional effects (aesthetic emotions) which can bring people away from the world of their activities and enter the world of aesthetic joy. In everyday life, this significant shape is what makes buyers interested in the typical image *pecel lele's* banner stall, the animal shapes on the menu are depicted in the form of animals, making it easier for buyers to choose the menu.

- Essentialism



Essentialism is art that is based on cultural values that have existed since the beginning of human civilization. Essentialism views that art must be based on clear and long-lasting values that provide stability and selected values that have a clear order.






According to Clive Bell, if someone looks at a work of art, a unique feeling or emotion will arise within them, which is not the same as everyday feelings such as anger, happiness, sadness and so on. These feelings are called aesthetic emotions. Every good/successful work of art will evoke these aesthetic emotions.



Figure 1. Banner Pecel Lele

Table 1. Clive Bell Principles

Clive Bell Principles						
No	Picture	Interviewee Interpretation	Aesthetic Emotions	Significant Form	Essentialism	Researcher's interpretation
1.		The edges of the banner or list have various colors that match the original color of the seller	The choice of striking trim color supports the banner image	Each color on the outline has a meaning as the origin of the typical image <i>pecel lele's</i> banner to seller	The manufacturing community previously thought that each different area should have a sign as identification	Based on the researcher's analysis, it can be explained that the outline of this banner has a function as an identity for sellers of the typical image <i>pecel lele's</i> banner by selecting different colors for each region and preferring to use bright and striking colors to create aesthetic emotions towards the color.
2.		The color of the writing is chosen to be a contrasting and striking color to give an attractive impression to buyers	The writing has contrasting and tacky colors so that it creates emotions that make someone interested in seeing it	It has the meaning of the name of the shop which will be the name that the shop will remember	It originates from the thoughts of previous people who had a taste that striking and contrasting colors were good colors	Based on the results of the researcher's analysis, the writing on the <i>pecel lele's</i> banner is none other than the name of the existing <i>pecel lele's</i> stall, with the use of contrasting and striking colors it can give an attractive impression to

3.		The animal image on the banner is an indication of the menu sold at the stall	The real shape and striking coloring make the image have its own emotions	It has the meaning of indicating the menu in the shop	The formation of the <i>pecel lele</i> 's banner object has a more dominant impression on the sales of catfish <i>pecel</i> , because the product creation process includes basic values in the field of fine arts, namely plane, color, texture, shape and line.	potential food buyers and color choices like this have started in the previous community. Based on the results of the researcher's analysis, the image of the animal on the <i>pecel lele</i> 's banner is the dominant and main object due to the instructions from the menu in the stall, apart from that, the choice of striking colors and preferring not to be the same as the color of the original animal is an attraction, potential buyers when they see the banner.
						
						
						
						

These fine arts scientific analysis table explains the visual analysis of Clive Bell's theory on the typical *image pecel lele's* banner, namely the principles of aesthetic emotion, meaningful form, and essentialism

The results of the analysis in the first column of the table describe that the outline of this banner has a function as an identity for sellers of *pecel lele's* banners by selecting different colors for each region and preferring to use bright and striking colors to create aesthetic emotions towards the color. The aesthetic emotion referred to here is the experience of the *pecel lele's* seller who, based on his experience, can recognize the origin of the area selling other *pecel lele's*' banners just from looking at the color of the outline of the banner.

The results of the analysis in the second column of the table show that the writing on the *pecel lele's* banner is none other than the name of the existing *pecel lele's* stall, with the use of contrasting and striking colors it can give an attractive impression to potential food buyers and color choices like this have started in the past. Before people's tastes understand aesthetics, they prefer flashy colors

The results of the analysis in the third column of the table describe that the image of the animal on the *pecel lele's* banner is the dominant and main object due to the instructions from the menu in the stall, apart from that, the choice of striking colors and preferring not to be the same as the color of the original animal is an attraction. for potential buyers when they see the banner because of the neon colors involved.

#### 4. Conclusions

In conclusion, this typical banner has value in every painted object in it. As found in Clive Bell's theory, namely aesthetic emotions, significant form, and essentialism. The outline or list has one type of color

on each banner, with the principle of fine art painting the edges of this banner have a beauty that supports sales, apart from that the meaning of the edges of this banner is an indication of the regional origin of the seller of the typical image *pecel lele's* banner, the making of the edges of this banner is also doesn't require a lot of color mixing. Likewise, the writing on this *pecel lele's* banner uses the principles of fine art painting, highlighting contrasting and tacky colors to make buyers more interested, with a manufacturing method that does not require a lot of secondary color mixing either. The object of the animal image stands out more than the other objects on the banner because the animal image is made larger and the colors are made with neon color elements. With this color selection, this *pecel lele's* banner is much loved by sellers of the typical image *pecel lele's* banner, because the image can easily be seen by potential consumers driving by.

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